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Prophet Brand Relevance Index™

The brands consumers
can't live without

2019

United States
United Kingdom
Germany
China



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Dear reader,



It's almost become a cliché to talk about the opportunities and challenges that lie at the intersection of technology, marketing and business transformation. But what still requires much attention is the set of actions business leaders must take in order to grow, compete and win in today's landscape. And while new technologies, business models and routes to market are continually upending traditional ways of achieving growth, one thing is steadfastly unchanging: brands with a maniacal focus on addressing customer needs and pain points win the day. Said another way? Becoming relentlessly relevant to customers is the gold standard for business and marketing leaders hoping to achieve uncommon growth...

Building relevance. Achieving growth. Driving transformation.

What does it take to be relentlessly relevant? The purpose of this report — our fourth annual Prophet Brand Relevance Index™ — is to answer this question. As we do each year, we canvassed 50,000 consumers across the globe to ask them which brands were most relevant in their lives, and why.

The results are at once astounding and intuitive. The most relevant brands are centered on a clear, authentic purpose. They enable connectivity, but go beyond that to create true connection and a sense of community. They innovate

at two speeds — one to make tomorrow a little better than today, and one to bring consumers the future. In some cases, they help people make sense of what's going on as society transforms. In others, they provide a respite from life's everyday demands. Through it all, they stay focused on delivering incredible experiences that people can't imagine living without.

Building relevance. Achieving growth. Driving transformation. No matter the framing of your organizational mandate, the insights and implications from our

research will be informative and helpful. We are truly excited and honored that this report is in your hands, and we hope you find the study as insightful and indispensable as our clients have.

Onward.

JESSE PUREWAL

September 2019

Partner
Prophet
j_purewal@prophet.com



At Prophet, we believe that the strongest brands...

are the ones that are relentlessly relevant and are making a difference in consumer's lives. We surveyed nearly **13,500** Chinese customers on **258** brands across **27** industries to develop our customer-based brand relevance ranking.

Defining relevance

Relentlessly relevant brands redefine what's possible.

Relentlessly relevant brands engage, surprise and connect. They delight, disrupt and deliver. They are restless. They push themselves to earn and re-earn customers' loyalty—and they define and redefine what's possible in their categories and in our world.



Customer Obsessed

Brands we can't imagine living without

Everything these brands invest in, create and bring to market is designed to meet important needs in people's lives.



Customer Obsessed

Ruthlessly Pragmatic

Distinctively Inspired

Pervasively Innovative

Ruthlessly Pragmatic

Brands we depend on

These brands make customers' lives easier, deliver consistent experiences, and make good on their promises.



Customer Obsessed

Ruthlessly Pragmatic

Distinctively Inspired

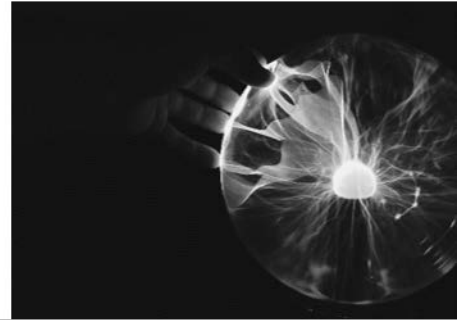
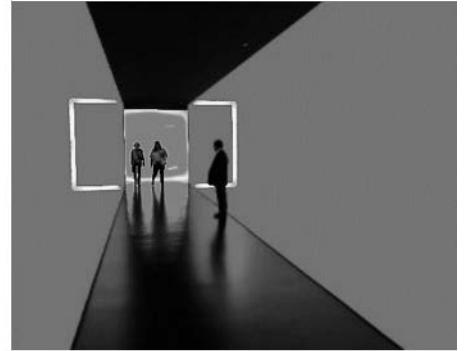
Pervasively Innovative

Distinctively Inspired

Brands that inspire us

These brands make emotional connections, earn trust and often fulfill a larger purpose.

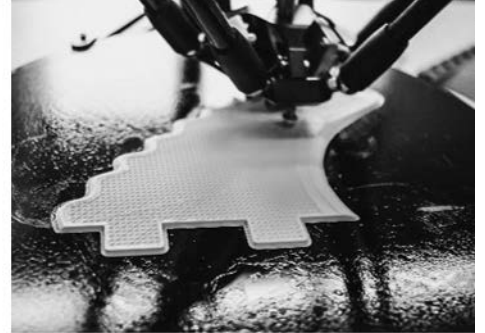
Customer Obsessed
Ruthlessly Pragmatic
Distinctively Inspired
Pervasively Innovative



Pervasively Innovative

Brands that consistently innovate

These brands don't rest on their laurels. Even as industry leaders, they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs.



Customer Obsessed
Ruthlessly Pragmatic
Distinctively Inspired
Pervasively Innovative

**“It’s tremendously exciting
for us to hear from 50,000
consumers globally every year**

about the brands and experiences that are most relevant in their lives. The winners are those that have a genuine and clear purpose, a deep customer empathy and the willingness to invest in developing and delivering a compelling experience. The BRI reveals the kinds of insights that are truly indispensable to our clients in the C–Suite, marketing, HR, strategy, and technology as they go along the journey of customer–centric, technology–enabled transformation.

JESSE PUREWAL

Partner
Prophet

13.5K

consumers surveyed

258

brands considered

27

categories wide

The results are in.

Who is winning across the four principles of brand relevance?

Customer Obsessed

Brands we can't imagine living without



Ruthlessly Pragmatic

Brands we depend on



Distinctively Inspired

Brands that inspire us



Pervasively Innovative

Brands that consistently innovate



Interesting insights

The top brands have a commitment to staying ahead of customer needs and market trends — and they have the discipline to execute on the insights they uncover. These insights form the foundation for the ideas that become game-changing customer experiences and innovations.



How it adds up











The Top 50 Brands in China



Over half of all brands in the top 50 fall into media, tech, electronics and gaming, social media and internet services.

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50

Industry leaders





Airlines	Apparel	Appliances	Automotive	Banking & Investment	Beauty	Beverages
						
Chinese Liquor	Consumer Electronics	Education	Electronics & Gaming	Entertainment	Financial Data Services	Food Consumer Products
						
Freight	Grocery & Drug Stores	Healthcare Products	Hospitality	Information Services	Media	Oil & Gas
						
P&C Insurance	Retail	Social Media & Internet Services	Software	Telecommunications	Travel & Mobility	
						

Top five brands by gender



Top five brands among millennials

Millennials

- 1  支付宝 ALIPAY
- 2  bilibili
- 3  微信
- 4  HUAWEI
- 5  android

Non-millennials

- 1  支付宝 ALIPAY
- 2  DJI
- 3  HUAWEI
- 4  android
- 5  MI

Top five brands by city tier

Mega cities & Tier 1 cities

Tier 2 & 3 cities



Key themes

When we looked at the highest performers in our Index, we learned that brands achieve relevance not only through focusing on innovation, but also prioritizing the customers' needs above all else. They have all excelled by embracing technology, unlocking the untapped potential in the market, and most importantly, creating purpose-led and unique experiences for consumers. These are some universal themes we have identified among Prophet's most relevant brands in 2019.



Amplified National Pride

Local heroes fuel Chinese
consumers' growing confidence



Chinese consumers are eager to support local brands that stand tall on the global stage. As Chinese companies increasingly demonstrate world-leading innovations, people and businesses alike are more confident and ambitious. And as appreciation of Chinese heritage continues to grow, one of the most striking findings in our Index is the surge of local brands.

Huawei (#2) has long been a symbol of national pride and technological prowess. In the past few years, it has made great efforts to reinforce its brand, including a sharpened marketing campaign targeted to Millennials, unparalleled achievement in 5G technology and the introduction of Harmony, an operating system developed from the ground up in China.

Li-Ning (#34) catapulted into the Top 50 this year, earning high scores for statements like “I trust” and “Has a set of values and beliefs that align with my own.” That follows the launch of Chinese Li-Ning, a new line with a logo that mimics the traditional Chinese stamp, and generated instant buzz both at home and at New York Fashion Week.

DJI (#4) camera drones are unrivaled. And this year, that innovation continues with the introduction of the Osmo Pocket, a portable camera with enhanced stability as well as on-the-go editing and sharing features enabled by its app. It's one of the first Chinese brands to truly shine in international sales, and consumers love its reputation for pushing the status quo.

Enduring Pragmatism

International brands with strong relevance continue to be embraced



Chinese consumers are as pragmatic as ever, attracted to brands that continue to deepen their role in the daily lives of consumers – even if they come from companies outside China. The products and services people find most relevant are those that are dependable, consistent and so helpful that consumers can't imagine living without them. Those traits power companies like Android (#3), Intel (#9) and Microsoft (#12).

While the Chinese love many American tech companies, IBM (#22) is soaring, driven by provocative innovation. Marketing that heralds a new brand purpose – “Let’s put smart to work” – dramatizes its commitment to the lives of ordinary Chinese, earning it high marks for “Lives up to its promises.”

Shell surged to 13th place, up from 47th in last year’s Index. The oil company gamely competes in an industry dominated by national champion China Petroleum, but the brand has been deft in establishing joint ventures to expand its presence across the mainland.

Shell now operates more than 1,500 gas stations, up from two hundred two years ago. It has also broadened its business model to include after-sales services for automobiles. Finally, it has localized communications that feature Chinese “heroes” who make sacrifices to help both the planet and their families.

Luxury auto brands Audi (#10) and BMW (#14) continue to shine. Both are rapidly evolving their product portfolios to include more electric vehicles and SUVs.

High Tech, Higher Touch

Moving beyond technology to deliver unique, meaningful experiences



Between digital this, smart that, 5G, AI, VR, AR and IoT, there are hundreds of digital acronyms and buzzwords competing for attention every minute of every day. And Chinese consumers are very open to them, willing to put themselves on the bleeding edge of tech and devices. But the most admired brands are those that make new tech relevant by adding fun, convenience and practical benefits.

Huawei (#2), the mobile and network global leader, ranks higher than any other brand in “Engages with me in new and creative ways.” It’s become synonymous with 5G innovation. Besides consumer devices such as high-end smartphones like the Mate 20 X, the company also has strategic partnerships with automobile giants. Both Audi (#10) and BMW (#14) are set to launch futuristic 5G-powered products.

Consumers say Haier (#29) makes their lives easier, and the company is committed to constantly finding new ways to earn that honor. It established the world’s first 5G smart-home research and development center in March, and it’s expected to launch the first 5G smart-home solution this year. Its systems go beyond home appliances, covering health management, security, logistics and community services, using smart sensors and AI technology.

Nio (#21) is the pioneer in China’s premium electric-vehicle market. It’s investing 4 billion RMB in R&D to pioneer next-generation technology in autonomous driving and AI, working with 5G network connectivity. Consumers love it not just because it’s modern, in touch and pushes the status quo - they say it represents their values and beliefs.

These companies are driving increased relevance by focusing on higher touch, innovative customer experiences that are born out of customer data and insights.

From Aspiration to Reality

Better access in lower-tier cities leads to more expansive opportunities



Lower-tier cities used to be regarded as less sophisticated. For many companies, winning with these consumers meant simply pushing what was popular in higher-tier cities. But as the internet and logistics have brought people from all over China closer, people in lower-tier cities are no longer trend followers. They have impressive purchasing power and set trends themselves. Brands that embrace that fresh mindset are gaining relevance.

Dyson (#28) is a lifestyle brand viewed as highly innovative. Fueled by e-commerce, its sales have grown 118% in lower-tier cities, compared to 21% in Tier 1 cities. Its dedication to innovation that crosses all boundaries resonates with Chinese consumers, who say the company represents values and beliefs that are important to them.

In addition, brands need to adapt their business model and go-to-market strategy to better fit the lifestyles in lower-tier cities. Hema Fresh (#49) aims to develop four retail formats, including a mini shop designed for Tier 3-4 cities, offering neighborhood-based stores with fresh options.

Consumers in lower-tier cities are eager to travel and explore. Hainan Airlines (#45) has deployed continental routes from Tier 2 airports to international destinations in recent years and knows connecting consumers to the world is key to its success. This move is widely appreciated by consumers, who say Hainan is a brand that “always meets my needs.”

VIPKid (#27), an online oral English education platform, brings mothers all over China together with high-quality educational resources from North America. China CITIC Bank (#8) tailors its overseas study mortgage programs to benefit more families in lower-tier cities.

Winning Experiences

Engaging customers in meaningful, multi-dimensional ways



Successful brands know how to create customer experiences that matter to people. Many of the companies that dominate our Index artfully combine the physical and digital to create experiences that customers find remarkable and rewarding. These experiences allow brands to go beyond transactions and create deeper relationships with customers through offering discovery, entertainment, co-creation and engagement with friends and communities.

To get even closer to customers, online players are going offline. Taobao (#36) holds an annual Maker Festival, a mega event that serves as a platform for storefronts to share concepts and products directly with consumers. Another popular e-commerce platform, Xiaohongshu (#7 in 'Engages with me in new and creative ways') further expanded its offline presence by opening two other 'RED Home' stores that serve as an experiential place for the social community to meet offline. It integrates social spaces like cafes and arcade areas, as well as serves large screens for customers to easily look up customer reviews online.

Not to be outdone, traditional offline retailers are also expanding into more immersive experiences. Nio (#21) is winning over customers with exclusive clubhouses known as Nio House, which combine co-working areas, cafes, daycare centres and event venues. Adidas (#48) and Nike (#32) both opened up concept stores in Shanghai, respectively NJE 800 Brand Center and House of Innovation, to create personalized and digitally-connected shopping journeys.

And finally, we see brands partnering across-categories like never before to deliver multi-dimensional experiences. In 2018, NetEase Cloud Music (#15) opened a new music-themed coffee shop with Luckin Coffee. And it introduced a sleep-themed hotel with the hotel chain Atour, building a unique experience that merged both music and lifestyle occasions. Westin (#37) partnered with Keep, an online training app, to provide special training courses, satisfying business travelers' demand for fitness and a healthier lifestyle right in hotel rooms.

Top brands spotlight

This year, all brands that make the ranking have something in common – building consumer centric experiences and embracing technology. These leading brands have commitment to create purpose-led experiences that differentiate them among the rest. Look no further: Here are some of Prophet’s most relevant brands of 2019.



“The importance of brand relevance is indisputable.”

Without relevance to consumers, brands are just names, which can soon be forgotten. We continue to gain insights into key factors fundamental to building brand relevance. We are happy to see that consumers have become more sophisticated and rational. For both home-grown and international brands, only those that continue to demonstrate leadership in building brand relevance can win support and loyalty from consumers.

LEON ZHANG

Partner
Prophet

01 Alipay

Bringing Convenience and Inspiration to Life

Alibaba's Alipay takes the crown of the most relevant brand for the fourth consecutive year, excelling in all four principles of Prophet's Brand Relevance Index™, undoubtedly making it the most relevant brand for Chinese consumers. Adopting emerging technologies such as artificial intelligence (AI), big data and facial recognition, Alipay continually introduces new features and services such as "smile to pay," transport QR code as well as microlending services to bring convenience and full integration into consumers' lives.

Alipay not only improves its role as a payment app but also dedicates its efforts to corporate social responsibility. With its innovation in services and in-app experiences, such as Ant Forest and Ant Manor, users can play their part in paying back to society. In addition to Alipay's brand stickiness, the brand brings consumers unique inspiration. In Q1 2019, Alipay's market share reached 53.21 percent, reinforcing its dominance in the market.





02 Huawei



Staying Ahead with Substantive Innovation

In 2019, Huawei continues to hold its leading position as the second largest smartphone manufacturer in the global market. Compared to last year, Huawei has risen two spots in Prophet's Brand Relevance Index™ to reach second place in the rankings.

Our research shows that not only do consumers see Huawei as a brand that “lives up to its promises,” but it also continues to “deliver a consistent experience” and engage with consumers “in new and creative ways.” Huawei is widely recognized for its expertise and efforts in R&D. In March of 2019, Huawei introduced a brand-new flagship model P30 Pro, equipped with Leica's four-shot camera, 30x digital

zoom, advanced night photography, a proprietary chip core processor and a slew of cutting-edge features utilizing AI technology. In terms of telecommunications, Huawei has been the uncontested leader of 5G technology, throwing it well ahead of its competition and attracting world nations to sign exclusive infrastructure agreements. At a time where 5G advancements are garnering global attention, Huawei's strength in the communications field has undoubtedly increased consumer confidence and preference towards the brand.

03 Android

Building a Strong Ecosystem with a Flexible OS

Android has an open and optimized ecosystem. The versatile Android operating system is increasingly used in various forms of smart devices in the wearable, electronics and automobile industries. Android has made sure that timely security updates are pushed to users and manufacturers, bringing a more consistent and reliable experience to its users.

Android's open-source systems allow leading brands in the market to develop customized and stable operating systems and to form standardized app markets. Chinese technology companies such as Huawei, OPPO, Vivo and Xiaomi have brought about exciting innovations and growing market shares in the smartphone market throughout the years. As a result, the Android operating system has also continued to impress Chinese consumers. In the latter half of 2018, Android's market share in the Chinese smartphone market has reached 80 percent.



“

Android powers over 2.5 billion devices around the world.

It's truly a brand for everyone. And it belongs to everyone, too. Android's commitment to openness and innovation is more relevant than ever in today's world, and we're proud of how our community of users, developers and manufacturers continues to use Android to create and connect.

AUDE GANDON

Brand Director
Google



04 DJI



View the World Through a Different Perspective

DJI is a leading brand in camera drones and quadcopters, providing a range of high-tech gadgets to consumers across industries and sectors around the world. The brand's vision of "The Future of Possible" aptly describes its effort to bring high-tech gear and equipment into the lives of enthusiastic consumers who love to travel and explore the world.

With a steady stream of new drone products, in 2018 DJI unveiled the Osmo Pocket. The light, convenient and smart camera allows users to easily shoot, edit and share their short films (vlogs). In addition, DJI has also invested in RoboMaster – a competition and event for young student engineers in the field of robotics – a testament to its commitment to technological innovation as well as scientific education in China. Through its world-leading innovation technology and emotionally resonant brand story, DJI is acclaimed by many modern Chinese consumers as highly inspiring and innovative.

05 WeChat

The All-Encompassing Super App

Since 2011, WeChat has evolved from an instant messaging app to today's super app combining versatile strengths in messaging, social media, information, financial, gaming and lifestyle services. Driven by its mini-program and payment services, WeChat has reached a monthly active userbase of 1.1 billion in Q1 of 2019.

In the past year, WeChat has continued to innovate, demonstrated through the introduction of the Snapchat-like video blogging feature, a facial recognition payment system "Frog," as well as the optimization of its mini-programs. On the other hand, WeChat's role in consumers' lives is also experiencing change. It is slowly being extended to work and business. In this regard, WeChat is committed to optimizing its enterprise features including Enterprise WeChat, advertising, e-commerce and official accounts. Can the mighty WeChat do more?





06 Bilibili



Diversified Online Tribalism

Bilibili is what internet netizens call the “B Site.” Known for its “Danmu” (floating comments stream on top of videos), the media platform is a video sharing website as well a social community. In the first half of 2019, Bilibili’s monthly active userbase reached a staggering 110 million, growing 30 percent year over year.

The success of Bilibili lies in its diverse and active user communities. Started as a platform where core users consisted of mostly anime and gaming fans, the platform has since grown into a network connecting more than 7,000 cultural circles with a wide variety of interests and a mature and diverse community focusing on user-generated content (UGC).

Every month, the platform has over 730,000 active uploaders submitting over 2 million original videos. Today Bilibili has slowly gained its foothold in China’s mainstream culture, evolving from an entertainment platform serving niche content to a diverse community with limitless content. Since 2017’s Documentary Discovery project, Bilibili has embarked its collaborations with BBC, Discovery, NHK and more to produce documentaries focused on subjects as wide-ranging as history, humanities, food culture and science. In the past year, Bilibili’s active documentaries reached an audience of over 21.6 million people.

07 Xiaomi

Innovation for the Mass

Xiaomi shot up 8 places to reach No. 7 in Prophet's Brand Relevance Index™. It is not only one of the five largest smartphone brands in the world, but also an innovative smart-home technology firm.

In the smartphone arena, besides Xiaomi and Red Mi, Xiaomi has been focused on developing more sub-brands to target micro-segmented consumer groups. For example, the Xiaomi CC series was introduced as a joint-collaboration with the beautifying app Meitu Xiuxiu. Other new lines of products include gaming smartphones Black Shark.

On the other hand, Xiaomi has introduced a wide range of innovative and high-quality smart home products, spanning from smart TVs, smart home assistants, routers, speakers to trolley cases and children's skateboards. By creating a powerful IoT ecosystem, Xiaomi has become an integral part of customers' daily lives.





08 China CITIC Bank



Personalized Financial Services

China CITIC Bank is one of China's largest commercial banks. Through effective micro-segmentation of the market, CITIC Bank introduces flexible and personalized offers such as mortgages, student loans and other personal credit and financial services provided to outbound tourists or students. It is no surprise that consumers ranked CITIC bank the most relevant brand in the banking industry.

Other than its services, CITIC Bank's efforts in digital transformation also helped spur its growth. CITIC Bank has a vested interest in developing technology to combine artificial intelligence, blockchain, cloud computing and big data innovations to bring highly personalized financial services to specific target segments.

09 Intel

High-Tech and High-Performance Experience

Intel is widely known for its global leading position in multi-core processors. Intel consistently builds its brand from the perspective of the end-user, clearly communicating its innovative technology and product upgrades, making it the top choice of consumers. Consumer consensus indicates that Intel is a brand they “can’t imagine living without” and the company has consistently provided a reliable user experience superior to its competitors.

At the same time, Intel is heavily investing in its AI, 5G and IoT technology, pivoting and expanding its core competency towards data technology. In 2019, Intel introduced a high-performance AI accelerator Nervana. The brand also unveiled its 10th generation core processor, which utilizes AI to optimize performance.





10 Audi



Premium Cars of the Future

Audi is a premium automobile brand under the Volkswagen Group and has significantly leaped forward in this year's Index. The German automaker sits at No. 10 in the 2019 ranking.

Our research indicates that Audi is seen as reliable and trustworthy in the eyes of consumers, and its image is inseparable from the premium quality of its hardware, as well as after-sales customer service. In 2018, Audi won both "Highest in Sales Satisfaction" and "Highest in Customer Satisfaction with After-Sales Service" awards, earning these titles for the sixth consecutive year. Additionally, Audi has been present in fast-growing markets for the past few years, possessing a higher market share compared to its competitors in third and fourth-tier cities across China.

Audi actively reshapes its brand to resonate with younger audiences by embracing new technologies like new energy, AI and IoT. In 2019, Audi unveiled its in-vehicle VR entertainment system, allowing passengers to experience VR games inside its cars. It also introduced its newest generation of "connect" internet technology, integrating digital assistant services such as the "Tmall Elf" into its system.

11 Shiseido

Powerful Beauty Philosophy Backed by Technology

Shiseido ranks at No. 11 in Prophet's Brand Relevance Index™, earning the title of the most relevant beauty brand in China. With the philosophy of "Artisanship from its heart, beauty is limitless," the Japanese beauty brand advocates for cosmetics backed by scientific research and embraces the concept that true beauty is emanated from the inside out. The introduction of innovative beauty products, supported by creates emotional resonance with a new generation of female consumers.

In addition to its signature products, Shiseido introduced a brand-new 'smart' air cushion product this year, highlighting the brand's R&D capabilities with innovative applications. In our research, consumers believe Shiseido "has better products, services and experiences than competitors." On the other hand, Shiseido further highlights and differentiates its brand philosophy of "beauty is limitless" by collaborating with the China Figure-Skating Association (CFSA) and Women's Tennis Association (WTA).



SHISEIDO



19 Meituan



Blending into Every Inch of Your Life

Meituan combines all aspects of food and entertainment into one centralized service platform. In the past few years, Meituan has built a vast ecosystem through acquisitions. Its current portfolio includes Meituan Delivery, Meituan Hotel Booking, Cateye Movie, Meituan Dianping, Hazelnut B&B, Meituan Cab Hailing and Meituan Bike.

In 2019, Meituan unveiled its brand-new visual identity system, building itself into a super app through integrating multiple diverse experiences. In the second quarter of 2019, Meituan turned a profit for the very first time. At the same time, Meituan is heavily experimenting and investing in drone delivery services, utilizing AI and IoT technology to explore the undiscovered possibilities of delivery services in the future.

26 W Hotels

Bringing Luxury to Every Consumer

Luxury hotel brand W Hotels is expanding rapidly in China. After openings in Guangzhou, Beijing, Shanghai and Suzhou, the hotel entered the ancient capital Xi'an in the latter half of 2018. It also plans to open new locations in second and third-tier cities across China including Xiamen, Shenyang, Chengdu, Changsha and Sanya.

W Hotels' unique and fashion-forward design and unconventional marketing strategy set the brand apart and make it popular among consumers. Through collaborations with other trendy brands like HeyTea, Corona, Mixcloud and Lululemon, W Hotels is the ultimate advocate for the cool and hip lifestyle. With social media

platforms like Xiaohongshu acting as major information channels for young consumers to learn about travel and entertainment, W Hotels aptly utilizes effective KOL marketing strategies to promote itself, resulting in increased brand popularity among more and more Chinese consumers.



W
HOTELS



28 Dyson

Technology that Thrills the Crowd

dyson

Dyson is a technology company with over 1,000 top engineers worldwide. In Prophet's Brand Relevance Index™ this year, Dyson performed exceptionally well, sitting at No. 28 – a major increase compared to last year. Since its introduction to China in 2012, Dyson has experienced exponential growth in the market. Adhering to its pursuit of technological innovation, Dyson offers both sleek design and thrilling technology.

Dyson's biggest advantage lies not only in its eye-catching design, but also in its superior performance and irreplaceable functionality, which help elevate the consumer's quality of life in very tangible ways.

In 2019, Dyson introduced its cordless vacuum cleaner series v11, providing higher performance through visual control and intelligent sensor technology. Dyson also focused its efforts in the high-growth markets in lower-tiered cities.

Through effective implementation of targeted e-commerce strategies, the company saw a turnover that increased nine-fold YoY during the "6.18" sales in 2019, laying a solid foundation for its future expansion.

34 Li-Ning

Reintroducing Chinese Li-Ning

Li-Ning, a sportswear brand founded by legendary Chinese gymnast Li Ning, is one of the first Chinese companies to enter the global market and become the model for successful Chinese companies. In the first half of this year, Li Ning's net profit increased by nearly ¥450 million compared to the same period last year – an increase of more than 160 percent.

Rightfully, Li Ning has shot up 31 places in Prophet's Brand Relevance Index™ this year. Its rise is largely due to the brand's rebranding initiatives over the past year. With the rise of the "Made in China 2025" movement, Li-Ning's brand-new collection of "Chinese Li Ning" stepped onto the runways of New York Fashion Week, proudly representing Chinese heritage and history. This not only attracted young consumers who are devoted to fashion, but also ignited the trust and enthusiasm of mass Chinese consumers for this locally familiar brand.





39 Midea



An Expansive Ecosystem of Smart Home

Midea is a technology company with offerings in consumer electronics, HVAC (Heating, Ventilation and Air-Conditioning), robotics, automation systems, and smart supply chains systems, providing a diverse range of products to its consumers. Midea continues to deepen its expertise in smart appliances, launching M.IoT, a digital platform that optimizes manufacturing, and COLMO, an AI-powered luxury brand for consumer electronics.

In order to offer a better experience, Midea integrated its 30-something apps to form “Midea M-Smart,” Midea’s IoT smart home system. It combines various technologies such as AI,

big data, cloud computing and machine learning to meet the needs of different consumers. Additionally, Midea established an IoT developer platform and open ecosystem, searching for partners across the industries to join them in their effort. For example, Midea collaborated with Huawei, Alibaba, Skyworth, OPPO and Suning by adopting a “Cloud-to-Cloud” technology to create an expansive and enhanced smart home ecosystem, bringing a more streamlined usage experience for its customers.



Our relentless drive to continually improve the existing, and develop new things that make peoples' lives easier and better, is deeply rooted in our DNA. This is the promise to our clients and differentiates us as an employer. We want our employees to really feel 'We are Bosch'.

BORIS DOLKHANI

Vice President, Brand Management and Marketing Communication
Bosch

Methodology

Our clients have often asked for our perspective on the value of brand rankings. And while there are several brand lists and rankings out there today, none speak directly to consumers to find out which brands are the most indispensable to their lives—the ones consumers simply cannot imagine living without. We created the BRI to help business and brand leaders measure the relevance of their brands, and provide them ways to improve it.



How were the companies selected?

Companies from all industries that contribute materially to household spend in each respective market were included in the study. This data was sourced from McKinsey's Macroeconomic China Model Update for 2018. Within each industry, the companies that were included achieved outsized business performance (MRY revenues and trailing 3-year revenue growth) within their respective industries. In some instances, smaller companies that have been driving change in these industries were also included given their significant traction with consumers. Given the methodology for brand selection, not all brands in every category could be included.

What was the primary research objective?

To understand the principles that great brands execute against — in customers' minds — in order to establish themselves as relentlessly relevant.

What does it mean for a brand to be relevant?

Relentlessly relevant brands do four things well — first, they're customer obsessed. Everything they invest in, create, and bring to market is designed to meet important needs in peoples' lives. Second, they're pervasively innovative. They don't rest on their laurels, even as industry leaders — they push the status quo, engage with customers in new and creative ways, and find new ways to address unmet needs. Third, they're ruthlessly pragmatic. They make sure their products are available where and when customers

need them, deliver consistent experiences, and just make life that much easier for people. And, finally, they're distinctively inspired. They've made emotional connections, earned trust and often exist to fulfill a larger purpose.

To what extent does this build on David Aaker's IP?

To a significant extent. Of all the characteristics of a brand, the one that is most necessary for its success is relevance. David Aaker's core point, that brands must create and dominate new subcategories, is central to the idea of relevance. Thus, it is a key aspect of Prophet's definition. To a significant extent. Of all the characteristics of a brand, the one that is most necessary for its success is relevance. David Aaker's core point, that brands must create and dominate new subcategories, is central to the idea of relevance. Thus, it is a key aspect of Prophet's definition of a relevant brand.

How many brands were rated?

258 brands were rated in total. Brands not included were those in the tobacco and firearms categories and companies engaged solely or primarily in business-to-business (B2B) categories.

How did Prophet develop this index?

Prophet helps organizations grow better by building brands, transforming business and moving society. Over the last several years, our clients have asked for our perspective on other brand rankings and how they could use them to better their brand.

We felt there was a void in the marketplace for a brand ranking that truly reflected the consumer's perspective, so we created the BRI to help business and brand leaders measure how relevant their brands are to consumers and learn ways to improve their standing and drive growth.

Let's talk.

Want to know more about Prophet or the BRI?
We'd love to sit down and talk about how we
can help you build a relentlessly relevant brand.

Please contact us today.

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Our Core Work

[Brand & Experience](#)

[Marketing & Sales](#)

[Experience & Innovation](#)

[Organization & Culture](#)

Prophet is a consultancy that helps clients find uncommon growth through marketing, brand, experience, innovation and organization & culture capabilities. We operate differently than other consultancies, blending insight, strategy and creativity with an optimistic, yet pragmatic approach.



Research partner:

Dynata is one of the world's leading providers of first-party data contributed by consumers and business professionals. With a reach that encompasses 60+ million people globally and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data. The company has built innovative data services and solutions around its core first-party data offering to bring the voice of the customer to the entire marketing spectrum, from market research to marketing and advertising. Dynata serves nearly 6,000 market research agencies, media and advertising agencies, consulting and investment firms, and healthcare and corporate customers in North America, South America, Europe, and Asia-Pacific.

For more information, go to www.dynata.com

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