Samsung Electronics ranked number one

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Samsung Electronics ranked number one among the ‘Asia’s Top 1,000 Brands’ for the seventh consecutive year, in a survey by Hong Kong based communication marketing company, Campaign Asia Pacific and Nielsen. The brand strategy of Samsung that pursues social goodness has played a vital role in the company’s product competitiveness. Samsung Electronics ranked seventeenth in the same survey in 2004, but has steadily reached the topmost for three consecutive years since 2009. The survey was conducted among consumers from 14 countries including Australia, China, Hong Kong, the Philippines, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, Taiwan, Thailand and Vietnam. The participants of the survey were asked to name their most trusted brands across 15 industries. In order to ensure an accurate representation through this study, the survey targeted age, gender and monthly household income to establish a balanced survey landscape.

Addressing evolving consumers’ needs and wants is essential in helping Samsung pave the way as a frontrunner in the industry, with community engagement being an integral part of maintaining the rapport Samsung has with the communities it is involved in. Every year, Samsung invests around USD 14 billion in Research and Development in order to ensure that they are at the cutting edge of innovation.