

Reader's
ASIA digest



TRUSTED BRANDS 2015 VOTED BY SINGAPOREANS



For 17 years, the Reader's Digest Trusted Brands survey has approached Singaporeans to discover which brands are most important to them. Reader's Digest commissioned leading global market research company Ipsos to survey a representative sample of the

Singapore population, seeking consumer opinion across 42 categories of products and services.

Gold Trusted Brand Awards were given to brands that scored significantly higher than their rivals. Platinum Trusted Brand Awards were given to

brands that won their category with a score that vastly outpolled their closest competitor. Asia Trusted Brand Awards were given to brands that won an award in the same category for at least three surveyed countries.

Award Ceremony will be held – an exclusive event where some of Singapore's most powerful businesspeople come together in the luxurious settings of The Conrad Centennial Singapore. These results provide a roadmap to Singaporean consumer sentiment.

CONGRATULATIONS TO OUR WINNERS!

CONSUMER ELECTRONICS

CATEGORY	ASIA	SINGAPORE	AWARD
» Camera	Canon	Canon	● Platinum
	Nikon	Nikon	● Gold
	Sony	Sony	● Gold
» TV	LG	LG	● Gold
	Parasonic	Parasonic	● Gold
	Samsung	Samsung	● Gold
	Sony	Sony	● Gold
» Multi-Function Printer/Copier	Canon	Canon	● Gold
	HP	Fuji Xerox	● Gold
	HP	HP	● Gold
» Personal Computer	Acer	Apple	● Gold
	Apple	Asus	● Gold
	HP/*	HP/Compaq	● Gold

SERVICES

CATEGORY	ASIA	SINGAPORE	AWARD
» Air Freight/ Courier Service	DHL	DHL	● Platinum
	FedEx	FedEx	● Gold
» Cruises	–	Royal Caribbean International	● Gold
	–	Star Cruises	● Gold
» Caterer	–	Neo Garden Catering	● Platinum
	–	Select Catering	● Gold
	–	Shamford Catering	● Gold
	–	Crystal Jade	● Gold
» Family Restaurant (excluding fastfood)	–	Din Tai Fung	● Gold
	–	Swensen's	● Gold
» Pre-School Learning Centre	–	NTUC First Campus	● Gold
» Private Higher Institution	–	PCF kindergarten Kaplan	● Gold
» Supermarket	–	SIM University	● Gold
	–	NTUC FairPrice	● Platinum
	–	Cold Storage	● Gold
	–	Giant	● Gold
» Travel Agent	–	Chan Brothers Travel	● Platinum
» Travel Insurance	–	NTUC Income	● Platinum
	–	AIG	● Gold
	–	MSIG	● Gold
» Tuition Centre	–	Kumon Singapore	● Gold
	–	Mavis Tutorial Centre	● Gold

PERSONAL PRODUCTS

CATEGORY	ASIA	SINGAPORE	AWARD
» Pen	–	Pilot	● Platinum
	–	Montblanc	● Gold
	–	Parker	● Gold

HOUSEHOLD PRODUCTS

CATEGORY	ASIA	SINGAPORE	AWARD
» Air Conditioner	Daikin	Daikin	● Gold
	Parasonic	Mitsubishi Electric	● Gold
» Mattress	–	Parasonic	● Gold
	–	King Koil	● Gold
	–	Sea Horse	● Gold
» Paint	–	Nippon Paint	● Platinum
	–	Dulux	● Gold
» Refrigerator	LG	LG	● Gold
	Parasonic	Mitsubishi Electric	● Gold
	Samsung	Parasonic	● Gold
» Washing Machine	LG	LG	● Gold
	Parasonic	Parasonic	● Gold
» Water Purifier	Amway eSpring	Samsung	● Gold
	Amway eSpring	Amway eSpring	● Gold
	–	Diamond (Diamond Energy)	● Gold
	–	Hylux Aquosus	● Gold
	–	Philips	● Gold

FINANCE

CATEGORY	ASIA	SINGAPORE	AWARD
» Auto Insurance	–	NTUC Income	● Platinum
	–	AIG	● Gold
	–	Aviva	● Gold
	–	AXA	● Gold
» Bank	–	DBS	● Gold
	–	Overseas Chinese Banking Corporation (OCBC)	● Gold
	–	Post Office Savings Bank (POSB)	● Gold
» Life Insurance	AIA	AIA	● Gold
	–	Great Eastern	● Gold
	–	NTUC	● Gold
	–	Prudential	● Gold

HEALTH & PERSONAL CARE

CATEGORY	ASIA	SINGAPORE	AWARD
» Beauty/ Slimming Centre	–	Jean Yip	● Gold
	–	London Weight Management	● Gold
	–	Marie France	● Gold
	–	Mary Chia Beauty & Slimming Specialist	● Gold
	–	Kumon	● Gold
» Enrichment Centre	–	Raffles Medical Group	● Platinum
» Family Clinic	–	Healthway Medical Group	● Gold
» Hair Treatment Centre	–	Parkway/ Shenton	● Gold
	–	Beijing 101	● Gold
	–	Hair Consultants	● Gold
	–	Yun Nam Hair Care	● Gold
» Skincare	–	SK-II	● Platinum
	–	L'Oréal	● Gold
	–	Nivea	● Gold
» Tissue Paper	–	Beautex	● Gold
	–	FairPrice	● Gold
	–	Kleenex	● Gold
» Vitamins/ Health Supplements	–	GNC	● Platinum
	–	Blackmores	● Gold
	–	Ocean Health	● Gold

MOTORING

CATEGORY	ASIA	SINGAPORE	AWARD
» Petrol Station	Shell	ExxonMobil/ Esso	● Gold
	–	Shell	● Gold

FOOD AND BEVERAGE

CATEGORY	ASIA	SINGAPORE	AWARD
» Cooking Oil	–	Knife	● Platinum
	–	FairPrice	● Gold
	–	Naturel	● Gold
» Juice	–	F&N	● Gold
	–	Margroid Peel Fresh	● Gold
	–	HL Milk	● Gold
» Milk	–	Margold	● Gold
	–	Melji	● Gold
	–	Magnolia	● Gold
» Rice	–	FairPrice	● Gold
	–	Royal Umbrella	● Gold
	–	Songhe	● Gold



Amway



DAIKIN



FUJI XEROX



MITSUBISHI ELECTRIC



PILOT



YUN NAM

To read more about the 2015 winners, please visit www.rdasiatrustedbrands.com