

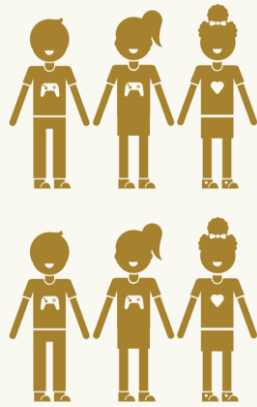


Ormax Brand Trust Survey 2021

Media brands that Indian kids trust the most

An Ormax Media Report | February 2021

Research Design



Sample Size: 750 kids
6-14 years
NCCS ABC

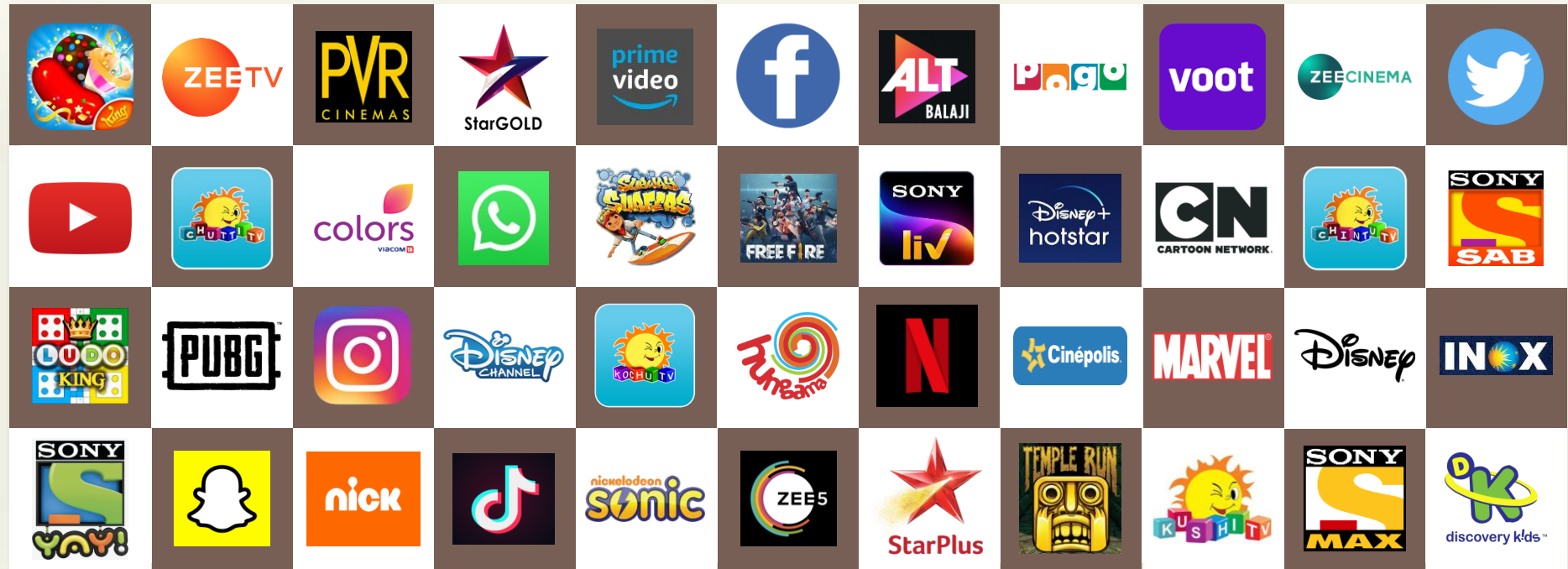


Methodology: Face-to-Face Interviews
using Structured Questionnaire
(Dec 2020-Jan 2021)



Brands Covered

44 brands across categories were selected using Ormax Media's ongoing work and available secondary data



Trust Score Calculation



Step 1: Awareness

The logo of each brand was cued to kids to accurately capture their awareness

Step 2: Trust

Kids rated each brand they were aware of on a 0-10 scale, basis how much they trust the brand













Step 3: Brand Trust Score

% kids who rated the brand 7 or more





Top 10 Most-Trusted Brands

1.		YOUTUBE	71	6.		HUNGAMA	60
2.		LUDO KING	65	7.		SAB TV	59
3.		WHATSAPP	63	8.		CARTOON NETWORK	58
4.		SUBWAY SURFERS	62	9.		MARVEL	57
5.		GARENA FREE FIRE	61	10.		NICK	56

Top 11-20 Most-Trusted Brands



11.  PUBG 55

12.  DISNEY+ HOTSTAR 55

13.  DISNEY CHANNEL 54

14.  POGO 54

15.  CANDY CRUSH 54

16.  DISCOVERY KIDS 53

17.  FACEBOOK 53

18.  TEMPLE RUN 53

19.  TIKTOK 52

20.  STAR PLUS 51

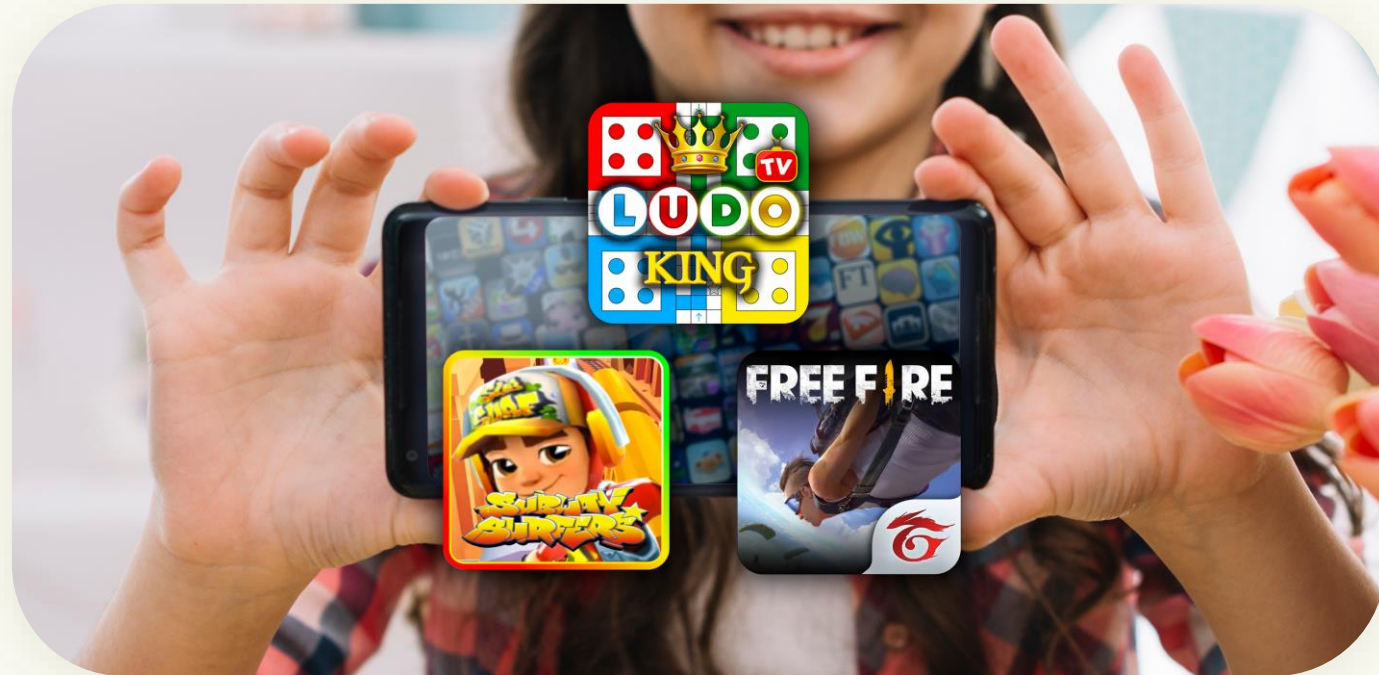
Digital brands sweep the Top 5 positions

Each of the top 5 brands is a digital brand. Growing Internet penetration, coupled with proliferation of budget smartphones, has ensured greater access to digital brands. However, higher Brand Trust signifies not just usage but stronger engagement with these brands, as also kids' growing affinity to digital media



Mobile Gaming emerges as the strongest category

Three online games, of which two are multi-player games, feature in the top 5 list. With benefits ranging from entertainment and relaxation to social interaction and image projection, mobile gaming emerges as the category with strongest connect with kids





But Television brands are still relevant

Despite the growing affinity towards digital brands, television's relevance influence in the lives of kids comes through strongly, with eight television brands among the Top 20 list



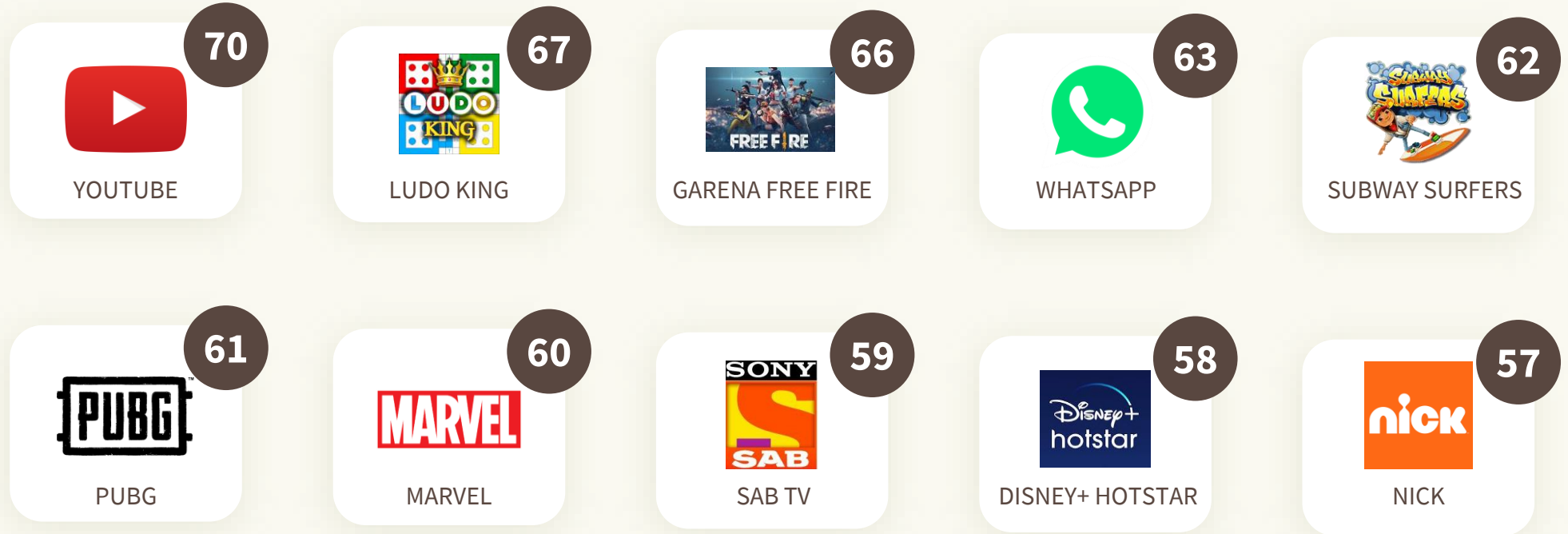


Appendix

Top 10 by demographics & markets

Top 10 Most-Trusted Brands

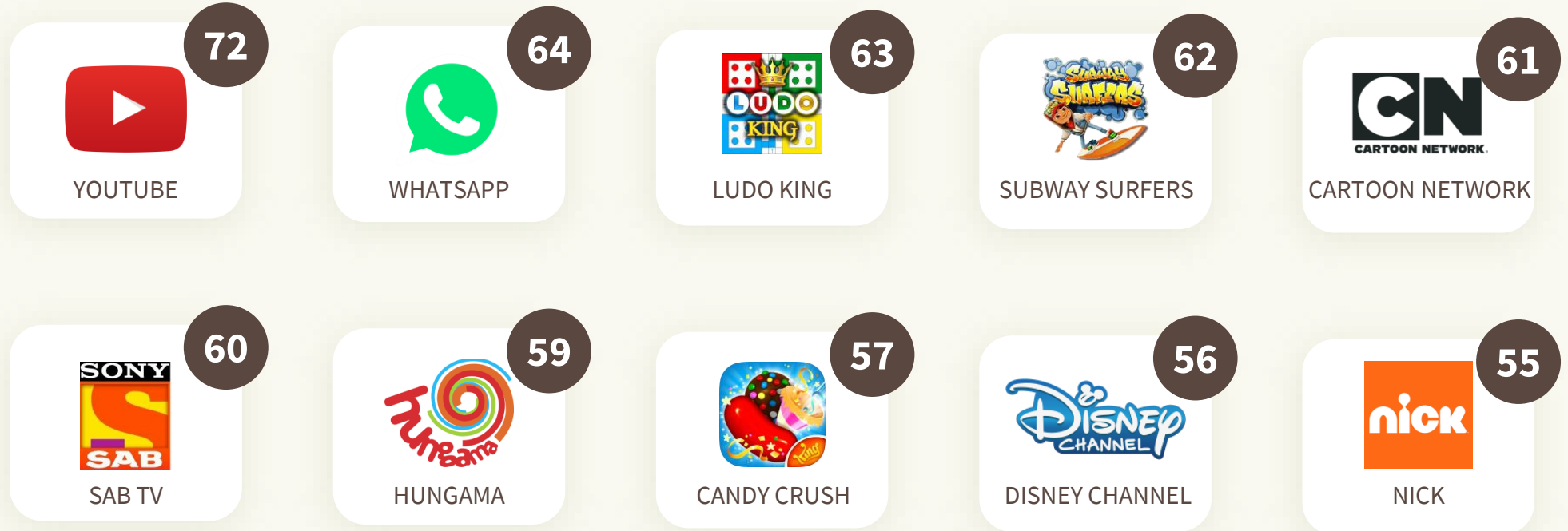
Boys



Digital brands have even higher presence among boys, with PUB-G taking the no. 6 spot and Disney+ Hotstar breaking into the Top 10 list.

Top 10 Most-Trusted Brands

Girls



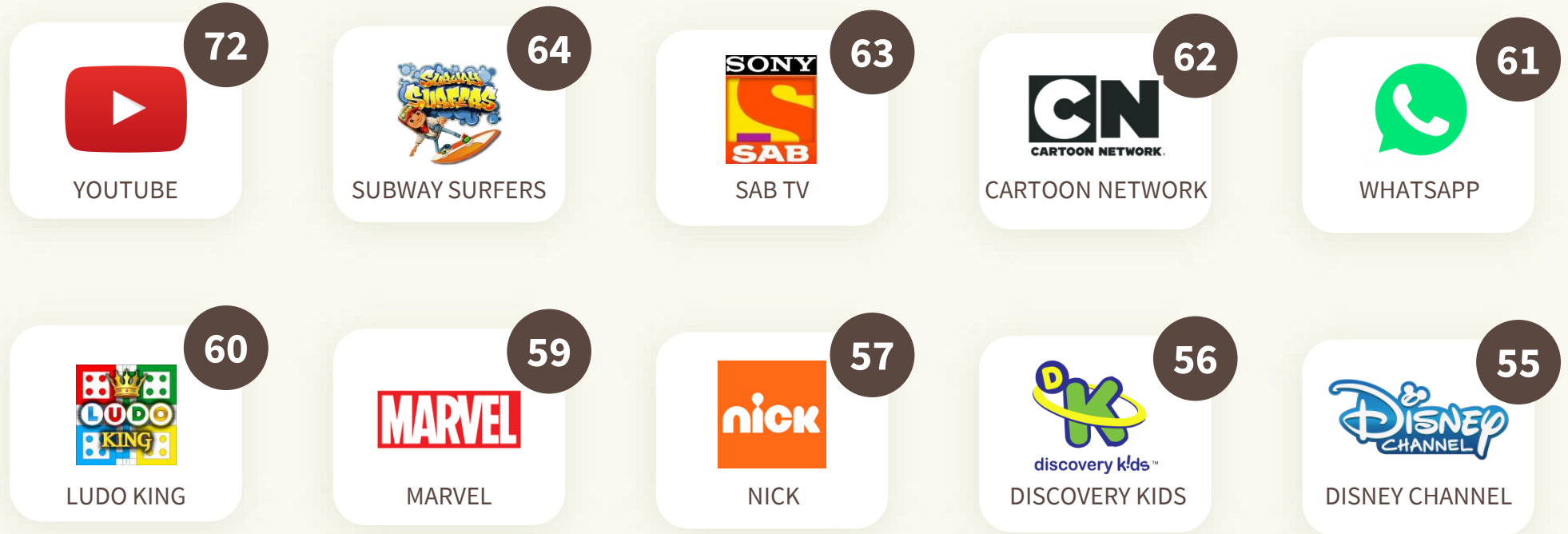
Television has stronger presence among girls, with five channels in the top 10 list. Action-based multi-player games (Garena Free Fire & PUB-G) in the boys' list give way to 'lighter' games like Ludo King and Candy Crush.



Top 10 Most-Trusted Brands



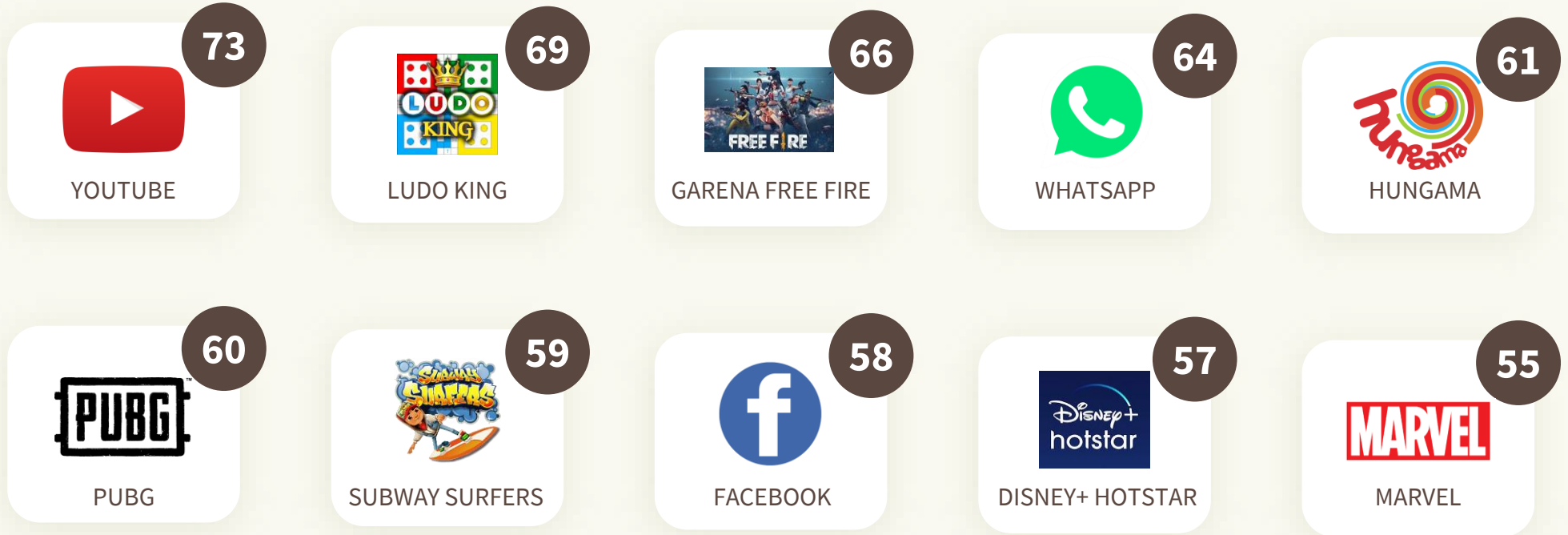
Younger Kids (6-9 yrs.)



Compared to older kids, younger kids are more engaged with television brands, with only two games featuring in their top 10 list, vis-à-vis five TV channels.

Top 10 Most-Trusted Brands

Older Kids (10-14 yrs.)

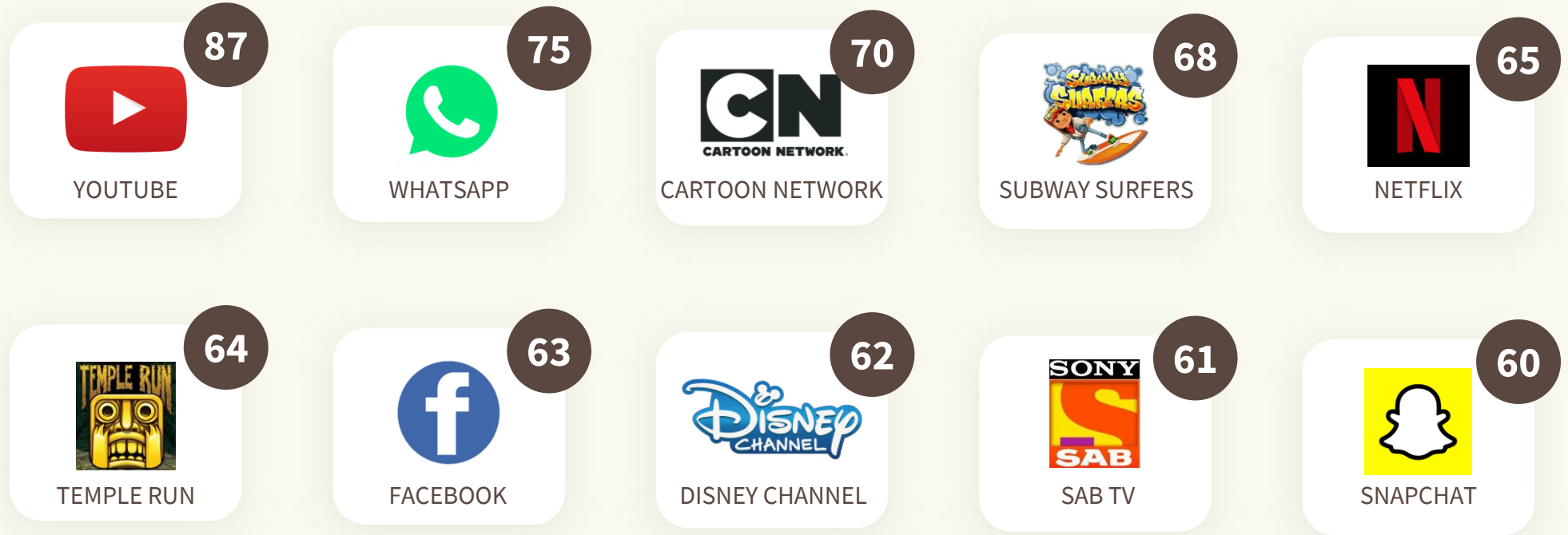


With only one television brand in the top 10 list, digital brands across various sub-categories completely dominate the brand landscape of older kids.



Top 10 Most-Trusted Brands

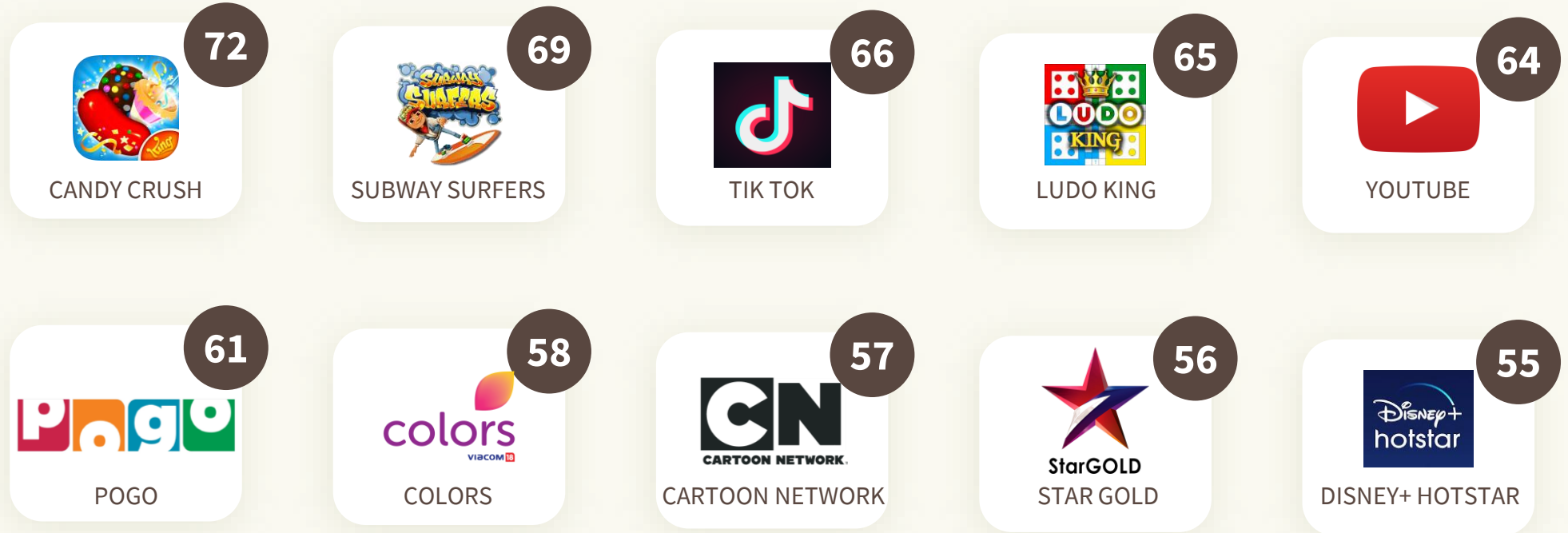
Mumbai



Mumbai is the only market where Netflix features in the top 10 list. The market also sees higher affinity to social media brands than other markets.

Top 10 Most-Trusted Brands

Delhi

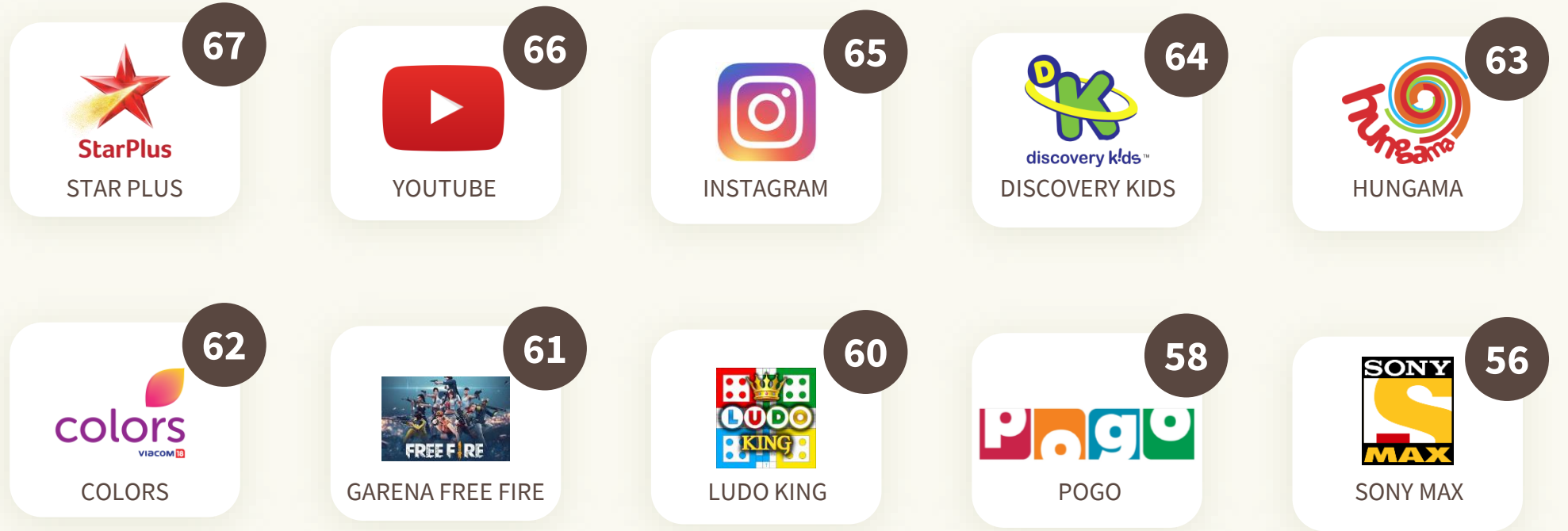


Delhi's brand affinity is towards relaxing and colourful games. The absence of social media and the presence of GEC & movie brands highlights the importance of entertainment in this market.



Top 10 Most-Trusted Brands

Madhya Pradesh

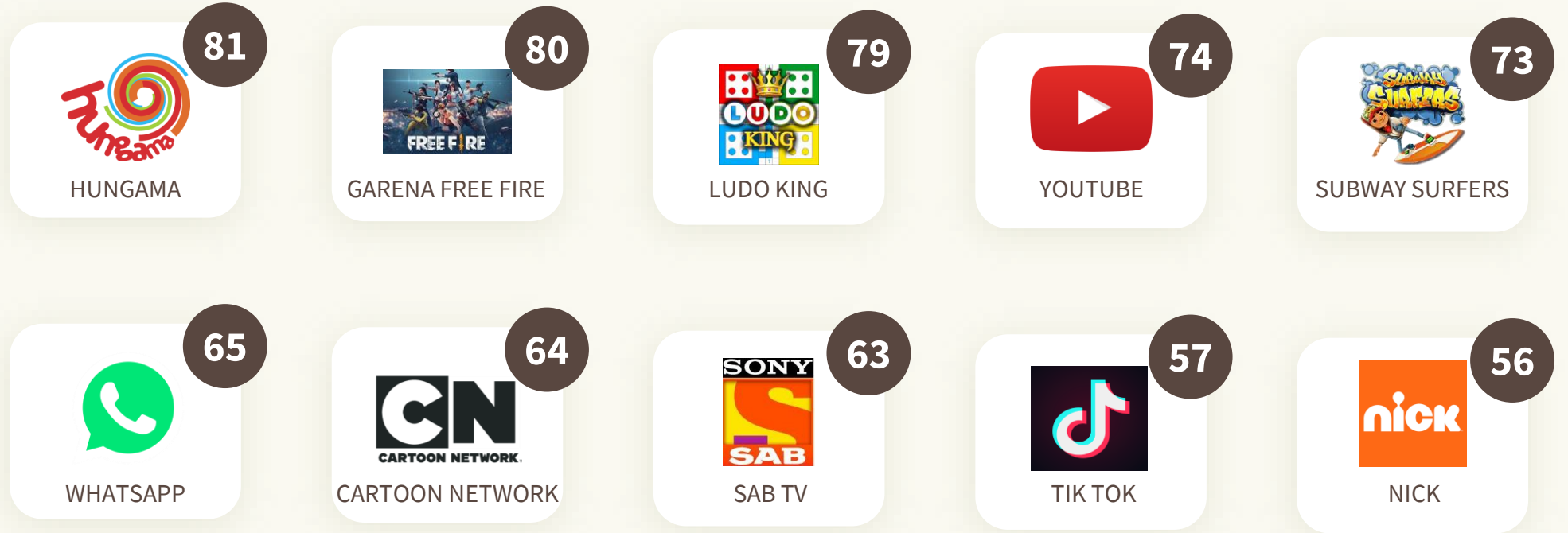


MP is the only market where a GEC takes the top spot.



Top 10 Most-Trusted Brands

Uttar Pradesh

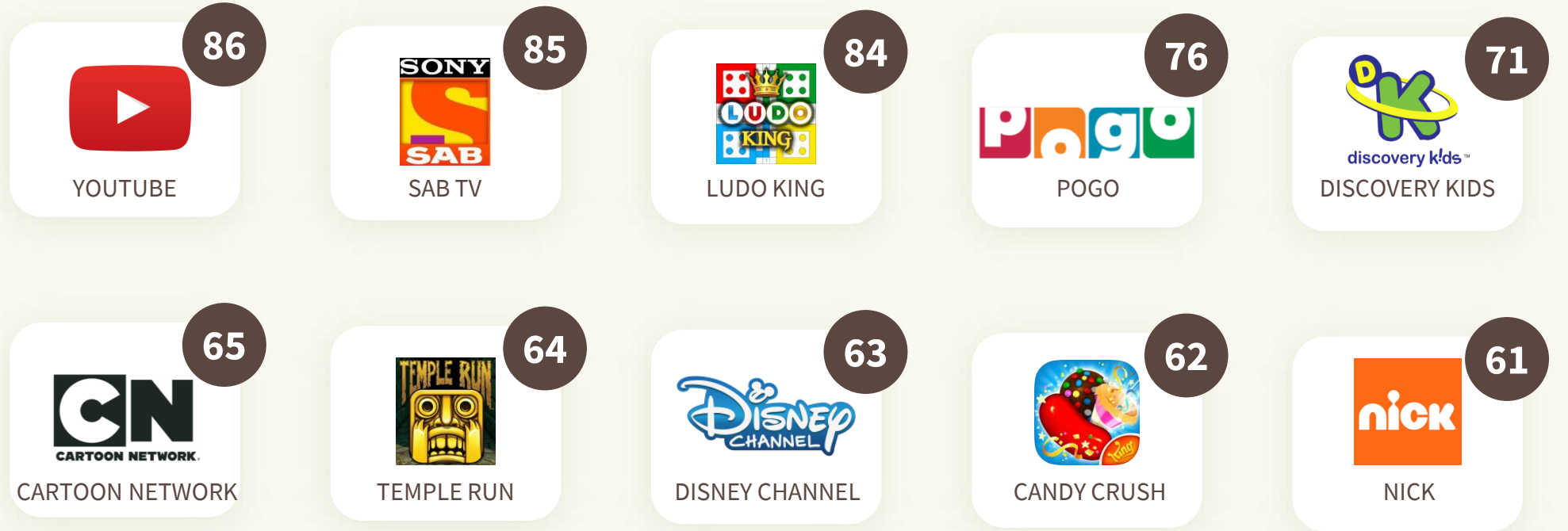


Uttar Pradesh seems a balanced mix of digital and television brands featuring in the top 10 list.



Top 10 Most-Trusted Brands

Gujarat

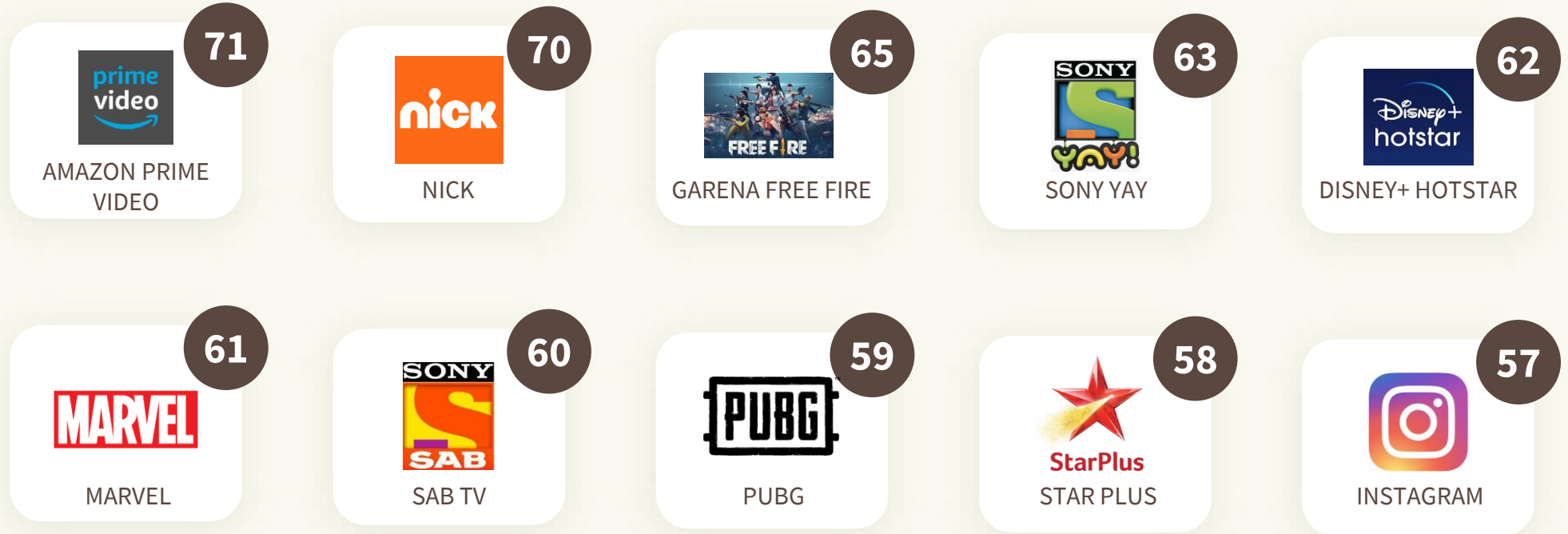


Though kids channels dominate, with five spots in the top 10, SAB TV emerges as the strongest television brand in its stronghold market Gujarat.



Top 10 Most-Trusted Brands

Punjab-Haryana (Chandigarh)

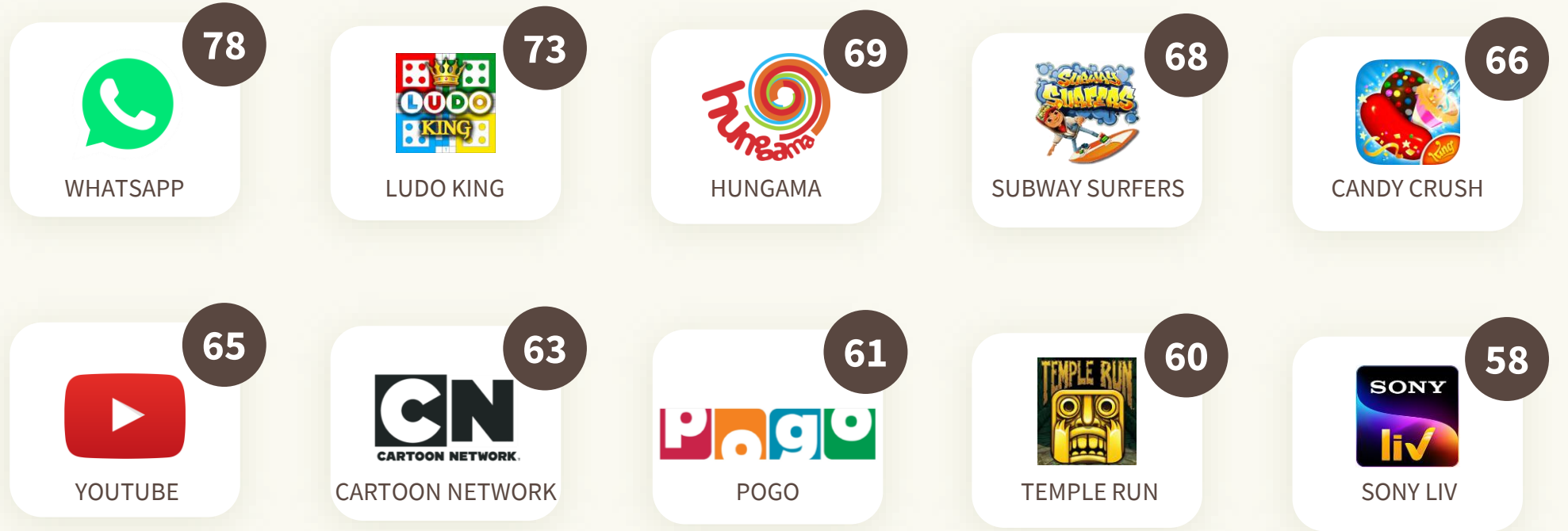


Streaming platforms emerge stronger on Brand Trust compared to social platforms in Chandigarh.



Top 10 Most-Trusted Brands

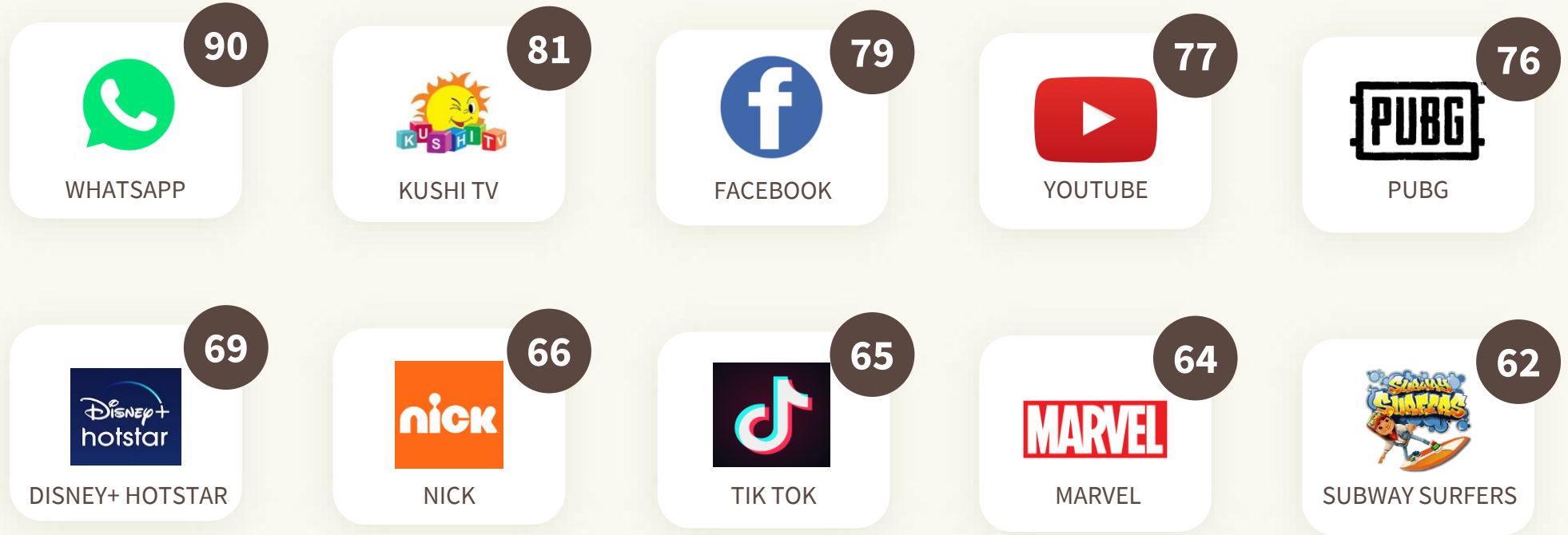
West Bengal



West Bengal emerges as the market with strongest affinity towards mobile games.

Top 10 Most-Trusted Brands

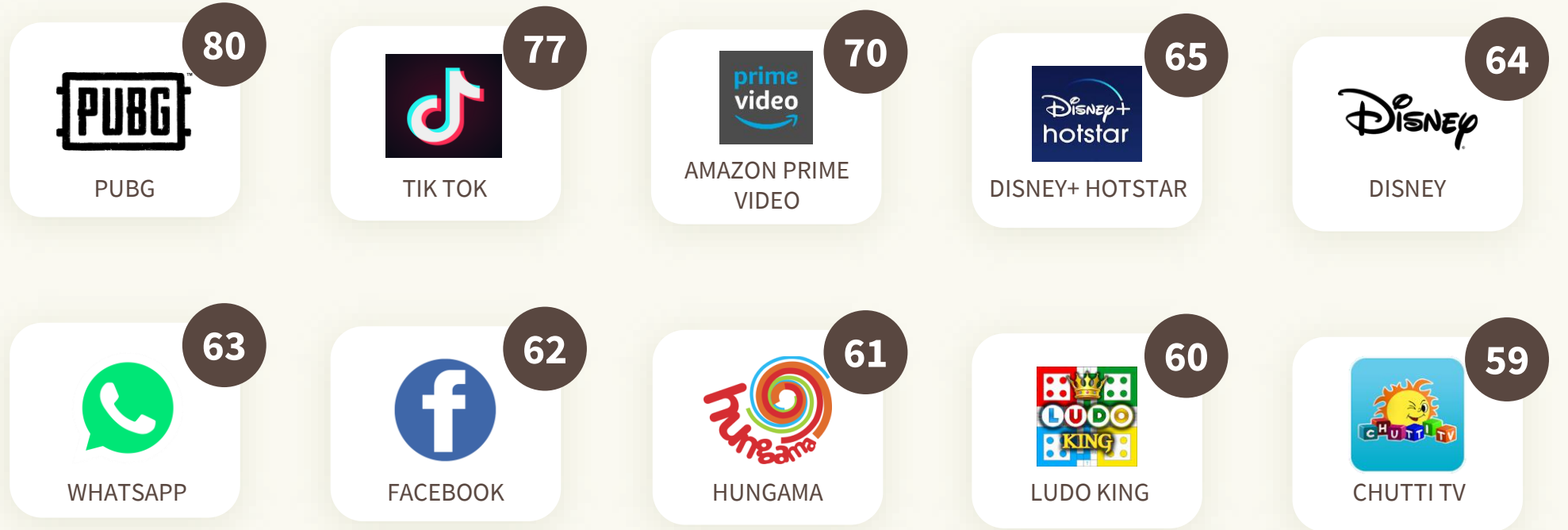
Andhra Pradesh



A regional TV brand (Kushi TV) takes the no. 2 spot in AP, which shows a diverse mix of categories in the top 10.

Top 10 Most-Trusted Brands

Tamil Nadu

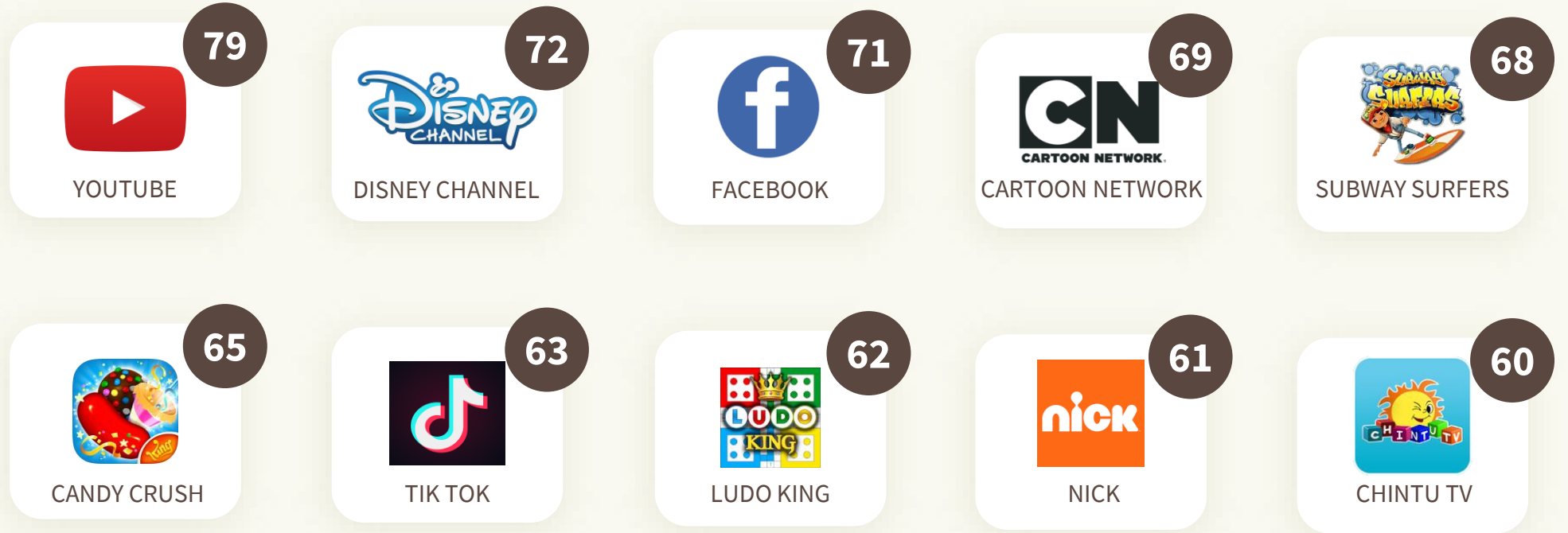


Banned apps take the top 2 positions in Chennai.



Top 10 Most-Trusted Brands

Karnataka



Karnataka shows a healthy mix of digital and television brands. But no action-based games feature in the top 10 list in this market.



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