

 **Newsworthy** Data

presents

THE MOST POPULAR PHONE BRANDS IN EVERY COUNTRY

IN 2023



1. Campaign Ideation
2. Data Research
3. Content Creation
4. Graphic Design
5. Interactive Map Visualization
6. Campaign Outreach

Campaign Results:

Coverage on 58+ media websites with 45+ links.

 DIGITAL
JOURNAL

DR 87

 Tehnika

DR 81

 IXBT
.COM

DR 78

 iWeb

DR 77

 Gizchina
CHINESE GADGET REVIEWS

DR 76

 ЧЕМПИОНАТ

DR 76

 Xatalka
móvil

DR 73

 TELECOM TV

DR 72

 CARI
.com.my

DR 71

 ITRNews

DR 70

 InfoDSI

DR 67

 ITR MANAGER.com

DR 65

THE IDEA



For this campaign, we created an interactive map of the most popular smartphone brands in 65 countries around the world.

RESEARCH

We identified multiple data sources on mobile phone usage and sales:

- Real-time mobile browser usage data from Statcounter
- The latest global shipment stats for the largest phone makers
- Global shipment data for the 10 best-selling smartphone models

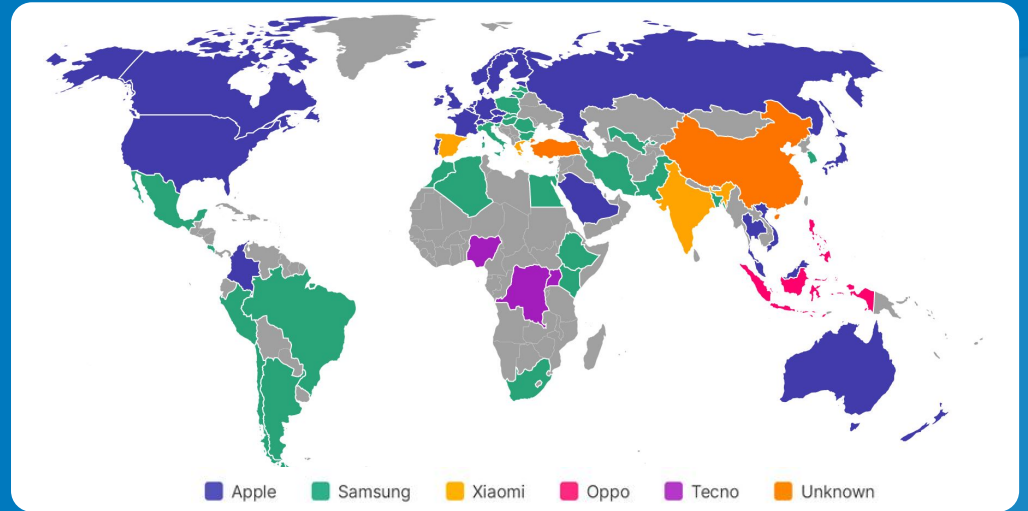
METHODOLOGY

To create the map, we looked at the most recent data as of the time of creation of the campaign for:

- The smartphone brand with the largest market share in each country
- The other 5 most popular phone brands in each of those 65 markets

VISUALIZING THE FINDINGS

Illustrating data for 65 different countries can be tricky but with an interactive color-coded map it gets much clearer.

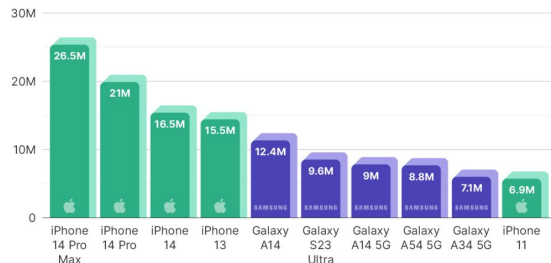


DRILLING DOWN FURTHER

We added various column and pie charts to better visualize the different report findings.

Top 10 best-selling smartphones in the first half of 2023

Ranked by shipments in H1 2023, in million units

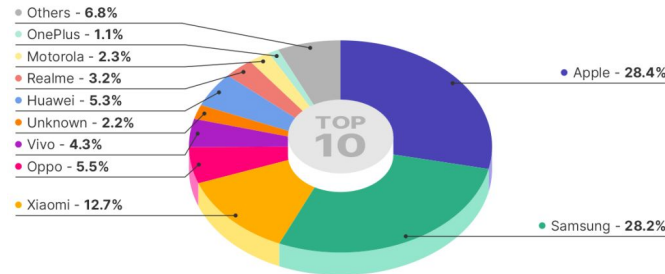


Data Source: Omdia

John'sPhones

Top 10 mobile phone brands in the past 12 months

Largest brands by market share; average figures for Oct '22 - Oct '23

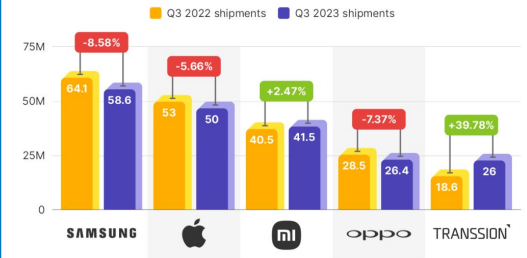


Data Source: Statcounter Global Stats

John'sPhones

Best-Selling Smartphone Vendors in Q3 2023 & Q3 2022

Sell-in shipments in million units



*Xiaomi figures include POCO; OPPO includes OnePlus. Transition includes Techno, Infinix and Itel.

Data Source: Canalys Smartphone Analysis (sell-in shipments), October 2023

John'sPhones

OUTREACH



We ran multiple outreach campaigns to specifically-selected recipients to ensure optimal results. Targeting local publications was essential since the report includes key data for many local markets.

RESULTS

The content was published on Dec 6, 2023 and within one month it acquired 58 citations. 45 out of those came with a link. These are the best ones thus far:

https://www.digitaljournal.com/	DR87	https://tehnika.postimees.ee/	DR81	https://www.ixbt.com/	DR78
https://www.itweb.co.za/	DR77	https://www.gizchina.com/	DR76	https://www.championat.com/	DR76
https://www.xatakamovil.com/	DR73	https://www.telecomtv.com/	DR72	https://c.cari.com.my/	DR71
https://itrnews.com/	DR70	https://infodsi.com/	DR67	https://itrmanager.com/	DR65

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with short info about your brand and goals, and let us schedule a call to discuss your campaign.

