WHEN THE GOING GETS TOUGH

THE TOUGH GO SHOPPING!
LET’S START WITH PAINTING ON MY SET OF PREMISES
DIGITAL IS NEVER THE PANACEA FOR DECLINING BOTTOMLINES!
ONE GREAT SOLUTION DOES NOT SOLVE EVERYTHING
ORGANIC IS LETHARGIC
WHAT ADVERTISERS WANT

WHAT BRAND OWNERS WANT?

AUDIENCES

AIR

RESPONSE

IDEAS
NEVER UNDERESTIMATE THE POWER OF A FERTILE MIND
When the going gets tough, tough.
THE TOUGH GO SHOPPING!
FOR IDEAS!
THE IDEA PRIMERS

THINKING ANALOG ACTING DIGITAL

THINKING ANALOG ACTING EXPERIENTIAL
THINKING ANALOG
ACTING DIGITAL
CASE IN POINT: THE MORE THE MERRIER

SITUATION

ADVERTISERS WANT AUDIENCES. HOW CAN WE GIVE THEM WHAT THEY WANT? HOW CAN WE SCALE UP?
WE HAVE 100 MAGAZINES. HOW CAN WE HAVE MORE?
CASE IN POINT: THE MORE THE MERRIER

ACTING DIGITAL

BUILDING UP OUR OWN AUDIENCE NETWORK
COLLABORATING WITH E-MAGAZINE NEWSSTANDS, PUBLISHER NETWORKS, MEDIA GROUPS
Multi-Platform Approach

Broadening the proliferation of publishers’ content

1. Digital Editions
2. Curated product
3. RSS feed to web properties
4. Google Play Newsstand
5. Facebook Instant Article

- Approach allows lifespan of content to be extended
- Ability to monetise via 5 different options using content that had already been developed
CASE IN POINT: MOST DIGITAL REVENUES COMING FROM WEBSITES & EDMS

SITUATION

HOW CAN WE LEVERAGE ON OUR DIGITAL EDITIONS TO GENERATE AN ADDITIONAL REVENUE STREAM?
CASE IN POINT: MOST DIGITAL REVENUES COMING FROM WEBSITES & EDMS

THINKING ANALOG

HOW CAN WE GENERATE NEW REVENUES BY MAKING OUR PDF EDITIONS COME ALIVE?
CASE IN POINT: MOST DIGITAL REVENUES COMING FROM WEBSITES & EDMS

ACTING DIGITAL

UPSELL ENHANCEMENTS & INTERSTITIALS
CASE IN POINT: MOST DIGITAL REVENUES COMING FROM WEBSITES & EDMS

DISCOVER THE POWER OF ADVERTISING IN DIGITAL MAGAZINES

DEMO
SITUATION

SHANGRI-LA HOTEL SINGAPORE: WHAT’S AN IDEA THAT CAN ENHANCE LEVEL OF CUSTOMER EXPERIENCE AND AT THE SAME TIME UPSELL THE HOTEL’S OFFERINGS TO PATRONS IN THE PROPERTY?
CASE IN POINT: SHANGRI-LA HOTEL SINGAPORE

THINKING ANALOG

ENHANCE LEVEL OF CUSTOMER EXPERIENCE

OFFER ENJOYABLE PREMIUM LIFESTYLE CONTENT
What's an idea that can enhance level of customer experience and at the same time upsell the hotel's offerings to patrons in the property?

Case in Point: Shangri-La Hotel Singapore

Acting Digital

[Image showing various magazine covers]
ACTING DIGITAL

ENHANCE LEVEL OF CUSTOMER EXPERIENCE

CASE IN POINT: SHANGRI-LA HOTEL SINGAPORE

COMPLIMENTARY MAGAZINES BROUGHT TO YOU BY

Shangri-La hotel
SINGAPORE

in collaboration with sphm magazines

READ NOW ▶

READ 100 MAGAZINES FREE IN THE SHANGRI-LA HOTEL WIFI ZONE

SERVE UP SHANGRI-LA HOTEL CONTENT WITHIN READING EXPERIENCE
CASE IN POINT: NO CONTRIBUTION FROM B TO B BRANDS

SITUATION

ALL OUR REVENUES CAME FROM B TO C BRANDS.
WHAT WILL IT TAKE TO HARNESS REVENUES FROM B TO B BRANDS?
CASE IN POINT: NO CONTRIBUTION FROM B TO B BRANDS

ULTRA HIGH NETWORTH INDIVIDUAL

MAGAZINE READER

KEY CORPORATE DECISION-MAKER

THINKING ANALOG

TAP ON THE DUAL PERSONAS OF OUR READERS
LEVERAGE ON OUR ROBUST DATAPIKNTS
CASE IN POINT: NO CONTRIBUTION FROM B TO B BRANDS

ACTING DIGITAL

BESPOKE CONTENT SPECIALS IN OUR LUXURY LIFESTYLE TITLE WITH 360 AMPLIFICATION
SITUATION

ADVERTISERS ARE SPENDING MORE & MORE ON INFLUENCERS TO PROMOTE THEIR PRODUCTS & BRANDS
HOW CAN PUBLISHERS LEVERAGE ON THIS?
CASE IN POINT: CAPITALISING ON INFLUENCERS TO BRING IN THE $$$

THINKING ANALOG

HOW ABOUT WE PARTNER UP WITH A READER/INFLUENCER TO PRODUCE A FASHION CONTENT PIECE?
ICON SINGAPORE, OUR CHINESE LUXURY LIFESTYLE TITLE, TRAVELLED WITH BILLIONNAIRESS INFLUENCER KIM LIM TO EUROPE FOR AN EXCLUSIVE CONTENT SPREAD
SITUATION

Advertisers are spending more & more on influencers to generate content for their brand. How can we ‘creatively’ jump on the bandwagon?
WHY NOT CREATE OUR OWN INFLUENCER WITH A DIFFERENCE?

CASE IN POINT: INFLUENCER NETWORK – LEVERAGING ON THE TREND

THINKING ANALOG

WHY NOT CREATE OUR OWN INFLUENCER-WITH-A-DIFFERENCE?
WE CREATED OUR OWN ‘VIRTUAL’ INFLUENCER – HER NAME IS MOOMOKO?
CASE IN POINT: INFLUENCER NETWORK - LEVERAGING ON THE TREND

FIRST AR AVATAR CREATED BY A LOCAL MAGAZINE
FILING VIDEO CONTENT FROM ROME FOR BULGARI ETC

ACTING DIGITAL
CASE IN POINT: QUALIFYING ROI

SITUATION

AWARENESS IS GOOD. INTEREST IS BETTER. PURCHASE IS BEST.
CASE IN POINT: QUALIFYING ROI

THINKING ANALOG

SO WHO CAN WE PARTNER UP WITH THAT CAN HELP US COMPLETE THE USER JOURNEY?
CASE IN POINT: QUALIFYING ROI

VISUAL SEARCH

ACTING DIGITAL

OPPORTUNITY TO PARTNER UP WITH VISUAL SEARCH ENABLER TO OFFER ROI TOOL TO BRAND OWNERS
CASE IN POINT: QUALIFYING ROI

VISUAL SEARCH

DEMO
CASE IN POINT: AUDIENCE TARGETING

SITUATION

ADVERTISERS ARE LOOKING AT ‘SMALL’ DATA BUT DEEPER INSIGHTS. PREFERENCE FOR GRANULAR OVER MASS.
CASE IN POINT: AUDIENCE TARGETING

TARGET 8 LOCAL AUDIENCE SEGMENTS WITH SPH MAGAZINES’ FIRST-PARTY DATA

Amplify your marketing efforts today with our data-driven targeting

OUR POPULAR PRE-PACKAGED AUDIENCE SEGMENTS:

- Home & Furnishing
- Parents with young children
- Health conscious
- Beauty lovers
- Shopping
- Travel seekers
- High Net Worth
- Interested in cars

THINKING ANALOG

BESPOKE + PRE-PACKAGED AUDIENCE SEGMENTS
CASE IN POINT: AUDIENCE TARGETING

TOP 3 BENEFITS OF AUDIENCE TARGETING

- Media Planning & Optimisation
  Constant monitoring and adjustment for best performance

- A/B (multivariate) Testing
  Client can provide multiple creative variants; we will launch and optimise to the best-performing versions

- Improved Reporting
  Richer insights in improved format

ACTING DIGITAL

MASHING UP 1ST, 2ND, & 3RD PARTY DATA, GOOGLE 360 PLUG-IN ETC
AUTOMATED LONG-TAIL STRATEGY VIA CORPORATE WEBSITE
CASE IN POINT: WE NEED MORE IDEAS

SITUATION
BLINDED BY THE DAY TO DAY HUMDRUM OF WORK
DON’T SEEM TO BE ABLE TO GENERATE NEW IDEAS THAT CAN MOVE THE NEEDLE
NEEDS FOR STAFF TO BE EQUIPPED & EMPOWERED TO REINVENT

CASE IN POINT: WE NEED MORE IDEAS

THINKING ANALOG

NEED FOR STAFF TO BE EQUIPPED & EMPOWERED TO REINVENT
TRAINING IN DESIGN THINKING BROUGHT US SEVERAL WINNERS

CASE IN POINT: WE NEED MORE IDEAS

ACTING DIGITAL

READ & REDEEM A FREE GIFT
CASE IN POINT: OCBC BANK (CUSTOMER EXAMPLE)

SITUATION

OCBC BANK WANTED TO REINFORCE ITS EXPERTISE IN WEALTH MANAGEMENT AMONG HIGH NET WORTH AUDIENCES
CASE IN POINT: OCBC BANK

THINKING ANALOG

REINFORCING EXPERTISE IN WEALTH MANAGEMENT

LEVERAGE ON OCBC’S 11-PERSON WEALTH PANEL OF EXPERTS
ACTING DIGITAL

BORROWING THE CARPOOL KARAOKE IDEA

CASE IN POINT: OCBC BANK
CASE IN POINT: OCBC BANK

WEALTH INSIGHTS IN MOTION VIDEO SERIES

OCBC PREMIER BANKING

Wealth Insights In Motion with Daniel Boey

OCBC PREMIER BANKING

Wealth Insights In Motion with Carolyn Kan

That is very reassuring.

You've given me a lot to think about.
THINKING ANALOG ACTING EXPERIENTIAL
CASE IN POINT: EVENT MARGINS DECLINING

SITUATION

BRAND OWNERS LESS KEEN TO SPONSOR EVENTS
CASE IN POINT: EVENT MARGINS DECLINING

THINKING ANALOG

RETHINK & REFRESH WITH EXPERIENTIAL ELEMENTS / MINIMUM 40% MARGIN OR DON'T DO IT AT ALL
CASE IN POINT: EVENT MARGINS DECLINING

ACTING EXPERIENTIAL

LIFTED MARGINS, GENERATED SOCIAL MEDIA MILEAGE, DELIGHTED BRAND SPONSORS
CASE IN POINT: STAID CORPORATE CULTURE OLD MINDSET

SITUATION

PRINT-CENTRIC OLD SCHOOL CULTURE REINFORCED BY UNINSPIRATIONAL WORK AREAS THAT STIFLE INNOVATION AND DISRUPTIVE THINKING
WE NEED AN INSTAGRAMMABLE OFFICE & UNREGIMENTED WORK SPACES

CASE IN POINT: STAID CULTURE OLD MINDSET
CASE IN POINT: STAUD CULTURE OLD MINDSET

ACTING EXPERIENTIAL

ME & MY NEW OFFICE
CASE IN POINT: STAUD CULTURE OLD MINDSET

ACTING EXPERIENTIAL

LET'S THROW IN A CAROUSEL & GET THE CREATIVE JUICES FLOWING
CASE IN POINT: STAUD CULTURE OLD MINDSET

THE RESULT

ADVERTISERS ARE EXCITED TO VISIT OUR NEW OFFICES TO DISCUSS NEW WAYS OF PARTNERING UP
REMEMBER
THIS IS NEVER THE END OF THE ROAD
KEY TAKEAWAYS
NEVER UNDERESTIMATE THE POWER OF A FERTILE MIND
BUILD THE POLYMATHIC ORGANIZATION

“As technology becomes a commodity with the democratization of information, it’s the big-picture generalists who will predict, innovate, and rise to power fastest.”

A polymath is a person who excels across a diverse range of areas.
THE POLYMATH: JACK OF ALL TRADES, MASTER OF INSIGHTS

SEES UNSEEN INTERCONNECTEDNESS
NEVER UNDERESTIMATE THE POWER OF AN IDEA