WHEN THE GOING GETS TOUGH, THE TOUGH GO SHOPPING!
Let's start with painting on my set of premises.
CHALLENGING TIMES
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?
AIR
RESPONSE
AUDIENCES
IDEAS
NEVER UNDERESTIMATE THE POWER OF A FERTILE MIND
When the going gets tough
THE TOUGH GO SHOPPING!
FOR IDEAS!
The idea primers

Thinking analog
Acting digital

Thinking analog
Acting experiential
THINKING ANALOG
ACTING DIGITAL
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

THINKING ANALOG
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

HOW CAN WE LEVERAGE ON OUR DIGITAL EDITIONS TO GENERATE AN ADDITIONAL REVENUE STREAM?

SITUATION
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
DISCOVER THE POWER
OF ADVERTISING IN
DIGITAL MAGAZINES

DEMO
CASE IN POINT: SHANGRI-LA HOTEL SINGAPORE (CUSTOMER EXAMPLE)

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
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
CASE IN POINT: SHANGRI-LA HOTEL SINGAPORE

ACTING DIGITAL

ENHANCE LEVEL OF CUSTOMER EXPERIENCE

COMPLIMENTARY MAGAZINES
BROUGHT TO YOU BY
Shangri-La hotel
SINGAPORE
in collaboration with srhmagazines
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

THINKING ANALOG

TAP ON THE DUAL PERSONAS OF OUR READERS
LEVERAGE ON OUR ROBUST DATAPORTS

ULTRA HIGH NETWORTH INDIVIDUAL

MAGAZINE READER

KEY CORPORATE DECISION-MAKER
CASE IN POINT: NO CONTRIBUTION FROM B TO B BRANDS

ACTING DIGITAL

BESPOKE CONTENT SPECIALS IN OUR LUXURY LIFESTYLE TITLE WITH 360 AMPLIFICATION
CASE IN POINT: CAPITALISING ON INFLUENCERS TO BRING IN THE $$$

SITUATION

ADVERTISERS ARE SPENDING MORE & MORE ON INFLUENCERS TO PROMOTE THEIR PRODUCTS & BRANDS
HOW CAN PUBLISHERS LEVERAGE ON THIS?
HOW ABOUT WE PARTNER UP WITH A READER/INFLUENCER TO PRODUCE A FASHION CONTENT PIECE?

CASE IN POINT: CAPITALISING ON INFLUENCERS TO BRING IN THE $$$

THINKING ANALOG
ICON SINGAPORE, OUR CHINESE LUXURY LIFESTYLE TITLE, TRAVELLED WITH BILLIONNAIRESS INFLUENCER KIM LIM TO EUROPE FOR AN EXCLUSIVE CONTENT SPREAD
CASE IN POINT: INFLUENCER NETWORK – LEVERAGING ON THE TREND

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
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
CASE IN POINT: QUALIFYING ROI

SITUATION

AWARENESS IS GOOD. INTEREST IS BETTER. PURCHASE IS BEST.
SO WHO CAN WE PARTNER UP WITH THAT CAN HELP US COMPLETE THE USER JOURNEY?
OPPORTUNITY TO PARTNER UP WITH VISUAL SEARCH ENABLER TO OFFER ROI TOOL TO BRAND OWNERS

CASE IN POINT: QUALIFYING ROI

VISUAL SEARCH

ACTING DIGITAL
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

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
NEED FOR STAFF TO BE EQUIPPED & EMPOWERED TO REINVENT

THINKING ANALOG

CASE IN POINT: WE NEED MORE IDEAS
TRAINING IN DESIGN THINKING BROUGHT US SEVERAL WINNERS

CASE IN POINT: WE NEED MORE IDEAS

READ & REDEEM A FREE GIFT

ACTING DIGITAL
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
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
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
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
CASE IN POINT: STAUD CULTURE OLD MINDSET

THINKING ANALOG

WE NEED AN INSTAGRAMMABLE OFFICE & UNREGIMENTED WORK SPACES
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: STAIID 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
RETAIL THERAPY

AUDIENCE NETWORK
WIFI LIBRARY SOLUTION
B TO B STRATEGY
AUDIENCE TARGETING
INTERSTITIALS
INFLUENCER STRATEGY
DESIGN THINKING/POLYMATHY

retail therapy
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.
WRONG SPELLING