



NEWS

GAME CHANGERS



# THE EFFECTIVENESS OF MEDIA TOUCHPOINTS IN SINGAPORE

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The media landscape has changed dramatically over the past few years. Singaporeans are exposed to a plethora of ads across different media touchpoints and it is getting more and more challenging for marketers to be noticed. The purpose of this article is to explore the role played by various media touchpoints in terms of their reach and ability to attract attention to the branded content.

We will first look at the performance of these media touchpoints among mass market sample. Then we will explore if this differs among a more affluent target group.

## The Survey Questions

***In our online surveys,  
we asked the survey  
participants these  
two questions:***

Exposure: Touchpoints (paid and unpaid)  
consumed/experienced in past 30 days

- Almost every day
- A few times a week
- About once a week
- A couple of times a month
- Less often / Never

Attention: Typical attention to brand  
content in the respective touchpoints

- I regularly pay attention to some
- I occasionally do
- I rarely do
- I totally ignore / avoid all ads

The above two questions were asked for a long list of media touchpoints. For the purposes of this paper, we will focus on these seven media touchpoints.

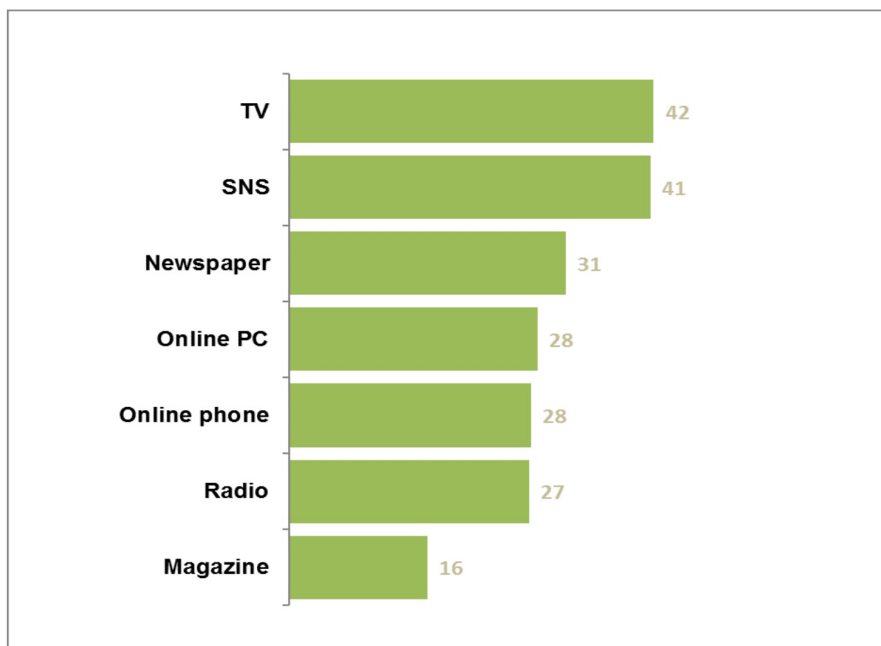
- TV - Watched TV
- Radio - Listened to the radio
- Magazine - Read a magazine
- Newspaper - Read a newspaper in printed version
- Online PC- Been exposed to online ads (e.g. videos, banners, pop-ups) via PC/tablet
- Online phone - Been exposed to online ads (e.g. videos, banners, pop-ups) via smartphone
- SNS - Accessed social networking sites

### The Analysis Approach - Introducing the 'Attentive Exposure' metric

Responses to the two questions– Exposure and Attention – were combined. The resulting score is what we refer to as 'attentive exposure'. Higher this number, better that media touchpoint in terms of exposure and generating attention to branded content. In simpler terms, media touchpoints ranked high on attentive exposure perform better in terms of reach and brand recall.

**Attentive Exposure = Probability of Exposure X Attention**

Figure 1. Findings from a mass market online survey (500 survey participants). Survey done in the first half of 2016 in Singapore.



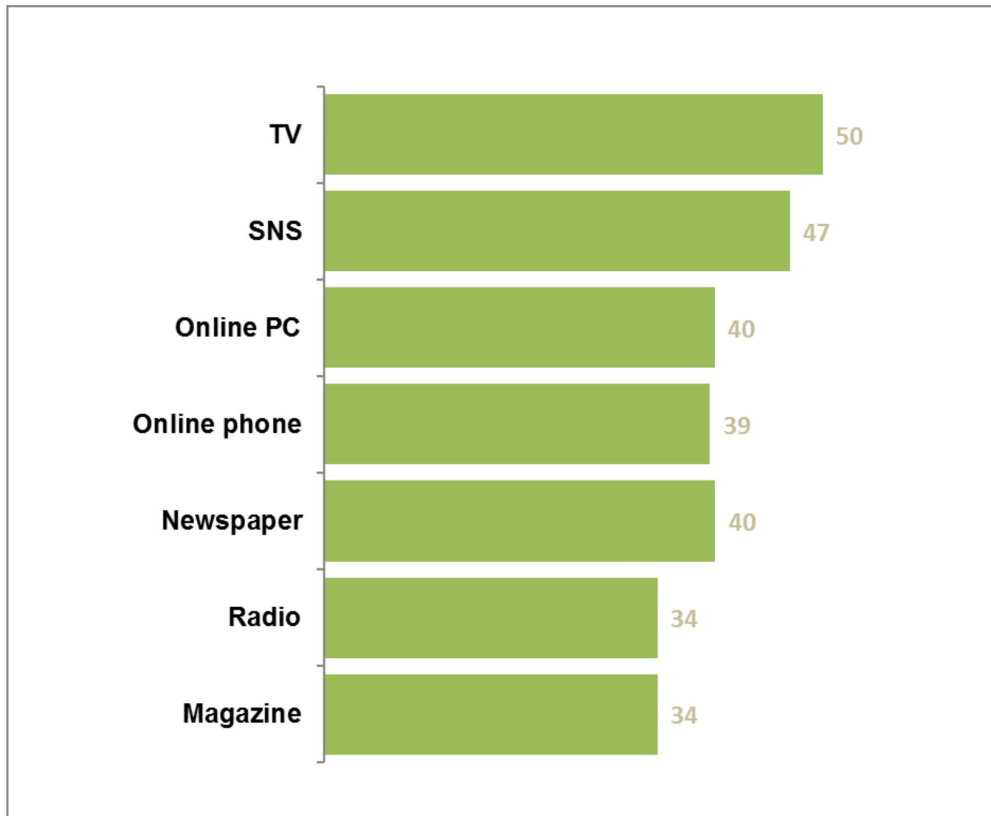
Note: Figures represent 'attentive exposure' which is derived from the probability of exposure and attention to branded content.

### Takeout

What this shows is that both TV and Social Networking Sites are equally effective in terms of attentive exposure. While survey participants did claim to pay more attention to ads on TV than on social networking sites, the exposure to social networking sites is higher than TV in Singapore. Combining exposure and attention to branded content, puts both these media touchpoints on par.

Printed newspapers perform on par with online ads seen through PC/tablet or through smartphones. Radio has been the surprising revelation here. Often ignored as a 'niche' medium, survey respondents claim that advertisements on radio are as effective as online advertisements.

Figure 2. Findings from affluent target group online survey (600 survey participants). Survey done in the first half of 2016 in Singapore.



Note: Figures represent 'attentive exposure' which is derived from the probability of exposure and attention to branded content.

## Takeout

The first thing that stands out from figure 2 (affluent group) vs figure 1 (mass market) is that the attentive exposure scores in figure 2 are higher. On average, 10 points higher. After investigating this further, the exposure to different media touchpoints is largely similar between the affluent and mass market survey participants. However, the affluent group claim to pay more attention to branded messages than the mass market group.

Some findings are similar between the affluent group and mass market group. Both TV and Social Networking Sites are equally effective in terms of attentive exposure. Printed newspapers perform on par with online ads seen through PC/tablet or through smartphones. Radio and magazines belong to the third tier perform similarly in terms of attentive measure.

## Implications

Media touchpoints in Singapore, can be grouped into three tiers, in terms of their reach and ability to attract attention to the branded content.

### Tier 1: TV and Social Networking Sites (SNS)

TV has been the dominant media touchpoint and continues to remain so. Social networking sites, however, now are claimed by Singaporeans to be equally effective as TV in terms of their reach and ability to attract attention to the branded content.

### Tier 2: Online Advertisements (whether seen on PC/notepads or mobile phones)

Online ads (whether seen on PC/notepads or mobile phones) and printed newspapers follow TV and SNS in terms of attentive exposure. The interesting thing here is that online ads through mobile phones score as highly as those seen on PC/tablets. It is important for marketers to customize their branded content for mobile phones.

### Tier 3: Radio and Magazines

Radio and Magazines are the other media touchpoints which also do well in terms of reach and ability to attract attention to the branded content.

Magazines perform better among the affluent group than among the mass market group.

**This analysis is part of Ipsos' proprietary MediaTips offering. For further details on the MediaTips offering, please contact:**

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