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Vocalink Mastercard Research 2017:

The Millennial Influence ——How Millennials Of Asia Will Shape Tomorrow's Payments Landscape

BY | Ipsos Loyalty

WHAT ARE WETALKING ABOUT?

This is, by definition, a technical subject so let’ s start by being clear about our references and meanings.

LAPTOP OR PC

This a general term used to describe all conventional home or office-based desktop and laptop computers, specifically including Apple’ s Mac range of PCs and laptops.

MOBILE PAYMENT

A mobile payment is any payment made from or via a mobile phone. This could be using an application that sits on top of a contactless payment system such as Apple Pay, usually used to pay for low value goods in a store. It could also be buying an app, music, digital content or shopping through a mobile phone. In this way, most of us who have smart phones have made mobile payments at some point.

Mobile payments therefore offer, and are increasingly being valued as, an alternative to conventional payments methods such as cash, cheque and credit or debit card.

MOBILE BANKING

This means accessing and managing your bank accounts via a mobile phone – simple as that. For the purposes of this paper, if a person accesses their account via a tablet while out and about – in a coffee shop for example – that isn’ t mobile banking, it’ s online banking.

It is also possible to make a digital interbank payment via a mobile banking app, but that wouldn’ t count as a mobile payment either. In this study, mobile payments refers to payments services operated under financial regulation and performed via a mobile device. So, while all mobile payments are digital, not all digital payments are mobile.

MILLENNIALS

For our purposes, millennials are the generation of people born between the early 1980s and the years leading up to 2000 i.e. those who approached adulthood at or since the turn of the millennium and who are now 18-35.

P2P

Peer-to peer

P2B

Person-to-business

B2B

Business-to-business

OUR AIMS AND APPROACH

Much has been written and said about the millennial generation – their attitudes and expectations, ambitions and concerns and, perhaps most of all, their behaviours.

They are, above all else, digital natives – they’ ve never known a world without the internet and increasingly they can’ t imagine a world where most people didn’ t carry a phone in their pocket or bag. And, given that there are so many millennials, it’ s not surprising to see the digital world tracking their behaviours closely and looking for signs of what will be the ‘next big thing’ .

The dramatic spread of mobile phone technologies around the world, in both developed and developing economies, and the rapid pace of developments in the payments industry, prompt some important questions: How do millennials pay for goods and services? How do they want to pay for goods and services? How do they receive payment? And, how do they see behaviours and preferences evolving as technology continues to advance and offer new alternatives?

As a pioneer in the development and integration of new payments systems, Vocalink has an important role to play, both in understanding the perceptions and behaviours of millennials, and also in helping the wider financial and commercial world to understand how millennials’ preferences will impact their demands for products, services and the infrastructure that supports commerce.

So, we set out to research how millennials are using the payment technologies and methods currently available to them. We’ ve looked at the US and European markets and in this report we are turning our attention to South East Asia, specifically to Thailand, Singapore and Malaysia.

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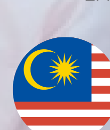
MILLENNIALS WERE SURVEYED, ACROSS 8 COUNTRIES

3042
MILLENNIALS WERE SURVEYED IN SOUTH EAST ASIA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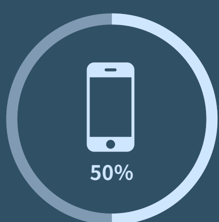
We held focus groups with millennials – men and women aged between 18 and 35 – and surveyed the opinions and behaviours of over 3,000 millennials across these three territories through the leading market research provider Ipsos MORI.

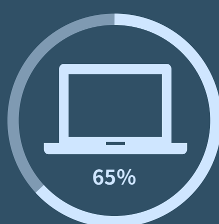
The specific aims of the study were to:

- Understand how technology and social media influences the lives of millennials
- Explore attitudes and trends in millennials' current payment behaviour – and examine how this may evolve in the future, looking in particular at:
    - Banking behaviour
    - How money comes in and goes out of their accounts, including P2P, regular financial commitments, transport and dayto- day consumption
- Explore how millennials see and want payments to operate in the future

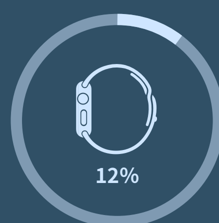
MILLENNIALS AND THEIR MOBILES



OF THAI AND SINGAPOREAN MILLENNIALS USE AN IPHONE



OF MALAYSIAN MILLENNIALS USE A PC OR MAC



OF MILLENNIALS IN THAILAND USE A WEARABLE DEVICE

MILLENNIALS LOVE SMART PHONES

By definition, almost all millennials in our sample are smartphone users. As the smartphone market has matured, two brands – Apple and Samsung – have emerged as leaders in South East Asia.

With 50% of the millennial market, Apple's iPhone is the leader in both Singapore and Thailand, with Samsung trailing at 43% and 45% respectively. However, in Malaysia the picture is reversed: just 28% of millennials use iPhones while 42% use Samsung smartphones. Apple's leadership of the millennial phone market in Thailand is interesting because it differs so significantly from the figures for share across all age groups where Android has 74% of the market and Apple just 17%.

It is also worth noting that in Singapore especially, it is the latest models of iPhone that attract millennials: for example, 42% are using an iPhone 6 or newer, which is a higher percentage even than that recorded in the US (40%). The effect is less marked in Thailand and Malaysia but it's still fair to say that a very significant proportion of millennials in these territories are communicating on the latest models of their favourite brands.

"I can't live without my cell phone. I use it to connect with people, to remind me what I have to do, to wake me up and to transfer money."

Thailand 18-24

However, while these brands are foremost, other Android smartphones have a significantly higher penetration in Malaysia and Thailand than in any of the other territories we explored. In fact, 52% of millennials in Malaysia are using 'Other brands of Android Smartphone', which is the second largest single block in our entire survey after iPhone users in the US. With other Android smartphones at 40% in Thailand and 26% in Singapore, it would appear that the dominant brands face much more serious competition in South East Asia, most notably from Huawei. These figures also suggest that, in Malaysia and Thailand in particular, a significant number of millennials are using more than one smartphone. Our crossmarket summary will show that this dual usage is significantly less marked in other territories.

LAPTOPS AND PCS HANG ON

Millennials in South East Asia continue to use laptops and PCs significantly more than they do tablet computers. Laptops and PCs are used by 58-68% of our sample, with the lowest figure recorded in Thailand. Tablets are used by 40-46% of millennials, meaning that the percentage point difference in the use of these two platform is just 12% in Thailand – the smallest gap of any of the countries surveyed across the US,Europe and South East Asia.

WEARABLE TECHNOLOGY GAINING GROUND

Wearable technology, in the form of fitness trackers, GPS watches and most famously the Apple Watch is starting to gain traction in South East Asia and, perhaps surprisingly, its use is highest in Thailand. Twelve percent of millennials in Thailand were using wearable technology, while the figure was 10% in tech-hub Singapore and 8% in Malaysia.

TECHNOLOGY THAT MAKES LIFE EASIER

79% Thai millennials, 72% Singaporean millennials, 63% Malaysia millennials

say they couldn't live without smartphones

South East Asian millennials love their smartphones. In fact, 79% of Thai and 72% of Singaporean millennials say they couldn't live without them. In Malaysia the figure is lower, at 63%, but still illustrates the strength of the relationship millennials in this part of the world have, just like in the US and Europe, with a device that has existed for less than 10 years.

Technology is empowering for millennials and they value both the freedom and control it offers. Across the board, more than three quarters of South East Asian millennials agree that 'Technology gives more freedom of mobility' and that they 'Like technology that allows to tailor things to fit my own needs.' In a continuation of the passion for smartphones outlined above, these feelings are most strongly felt in Thailand, then Singapore and then Malaysia – although the gap between Singapore and Malaysia is very small.

The convenience and control that millennials value in technology is also reflected in their very positive attitudes towards mobile banking. Four in five Thais (80%) agree that mobile banking is 'easy to use', and nearly three quarters of Singaporeans agree (74%). While the figure is slightly lower for Malaysians (67%), it still indicates a comfort and familiarity with the idea of managing money via mobile technology that is at least equal to that shown in mature economies in Europe. These figures also highlight a pattern within South East Asia that we will see again and again in this report. Millennials in Thailand are very enthusiastic users of mobile technology and have warmly embraced its liberating potential. Singaporeans display a similar, if slightly less pronounced, view and Malaysians too are positive but not as much as their peers in the other two South East Asian countries we surveyed.

80% Thais,
74% Singaporeans,
67% Malaysians,
agree that mobile banking is
"easy to use"

Similarly, Thai millennials welcome banking and payments functionality through their mobile phones more than their South East Asian peers do, but overall the positive appetite for this kind of functionality is stronger in South East Asia than it is in Europe, and stronger or equal to that felt in the USA. Overall, the greatest enthusiasm is for being able to view a live balance when making a payment with a mobile phone. The facility to manage all accounts via a single app or website showed the greatest divergence of views, with four in five Thais (80%) welcoming this but a lower, if still strong, level of agreement in Malaysia (65%).

Looking beyond our survey sample, it is interesting to note that, according to Bangkok Post, 16 million Thais have downloaded mobile wallet apps from the three main mobile operators, although to date fewer than 3 million are active users. It's also worth pointing out that even in Malaysia, which appears to show a relatively lukewarm preference for this functionality, the figure still represents a substantially stronger positive response than that seen in Europe, except Italy (65%). In the US it was 74% – well behind Thailand. It's clear that millennials in South East Asia want to have greater control over their finances and that many are experimenting with new tools for achieving that, especially in Thailand.

THAI MILLENNIALS
85%

OF THAI MILLENNIALS AGREE THAT TECHNOLOGY GIVES THEM MORE FREEDOM OF MOBILITY

MALAYSIAN MILLENNIALS
78%

OF MALAYSIAN MILLENNIALS AGREE THEY LIKE TECHNOLOGY THAT ALLOWS THEM TO TAILOR THINGS TO FIT THEIR NEEDS

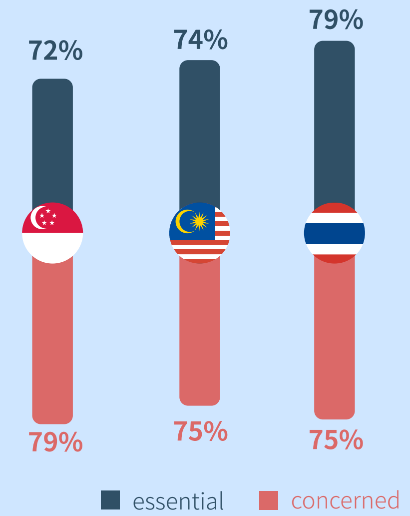
THAI MILLENNIALS
79%

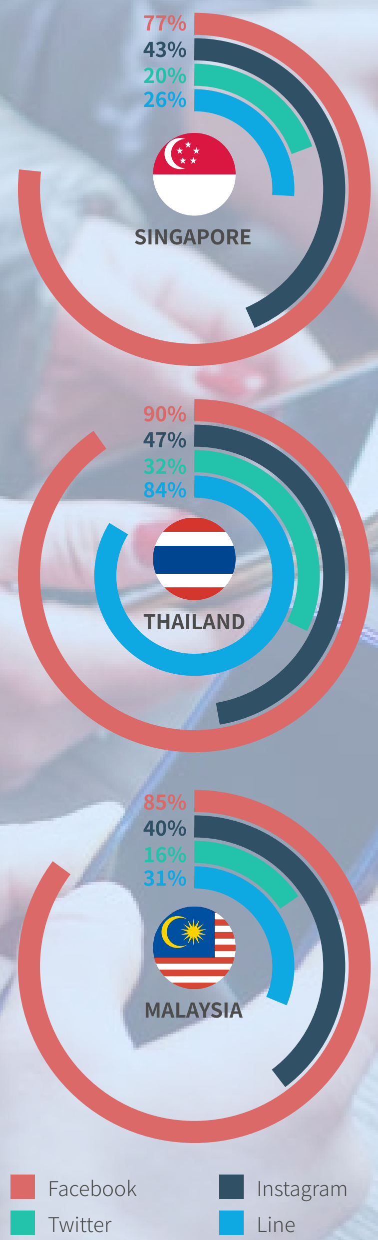
OF THAI MILLENNIALS AGREE THEY COULDN'T LIVE WITHOUT THEIR SMARTPHONE

SOCIAL MILLENNIALS

Alongside the growing reliance on smartphones, and supported by it, social networking is perhaps the other defining behavioural trait that millennials around the world share. They are connected in ways not previously possible and increasingly regard online communication not as a proxy for 'real' relationships but as an integral part of modern relationships and self-expression.

In South East Asia, around threequarters of millennials regard ‘social networking as an essential method of communication’. Paradoxically, a similar proportion of them are ‘concerned about the amount of information available about me on social media’, with marginally more Singaporeans (79%) expressing concerns than their counterparts in Thailand and Malaysia (both 75%). The correlation between the figures for ‘essential’ and ‘concerned’ across all three of these countries is striking: Singapore 72/79, Malaysia 74/75 and Thailand 79/75. Millennials are committed to social networking but simultaneously fear the consequences of sharing so much online.





Given their growing reliance on social media, we asked millennials how often they use different platforms. Unsurprisingly, given its ubiquity, Facebook has the highest proportion of millennials using it at least daily compared to all other social media platforms asked about in our survey, across all three South East Asia countries. In Thailand, 90% of millennials are active on Facebook while 85% of Malaysians and 77% of Singaporeans favour this channel.

The figures are again comparable to the US (78%) and Italy (79%). In Thailand 90% of millennials are active on Facebook at least daily, compared to 85% in Malaysia and 77% in Singapore.

Instagram is also making headway, with 47% of Thais, 43% of Singaporeans and 40% of Malaysians using it at least daily while Twitter is also popular with use ranging from 32% in Thailand to 16% in Malaysia. Millennials, particularly the younger ones, are also enjoying the brevity of Snapchat, though more so in Singapore where 15% of millennials are regular users, compared with 10% in Malaysia and 9% in Thailand.

More interesting though is the high use of the instant messaging app LINE, particularly in Thailand where, at 84%, regular usage is almost as high as that of Facebook. Thailand is LINE’s second largest market after Japan, with around 33 million users. Figures for LINE are less impressive for Malaysia (31%) and Singapore (26%), but usage is substantially higher than for either Twitter or Snapchat in all three territories. As well as instant messaging, LINE offers mobile payment and e-wallet functionality through LINE Pay and in 2015 a LINE spokesperson confidently predicted that at least 10% of its Thai user base would be using this facility within the year. In late 2016, LINE unveiled Citi LINE Connect, a new partnership with Citibank Thailand that allows Citi customers to register their cards and then manage their accounts and receive transaction updates via LINE. It’s early days for this new venture but, as we shall see page 23, millennials appear to like the idea of new payment technologies being delivered through or in collaboration with major banks. At the same time, LINE has linked up with e-money service Rabbit and its 5 million users to launch Rabbit LINE Pay, Thailand’s first integrated online and offline payment platform.

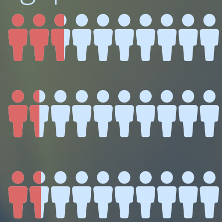
In keeping with patterns of behaviour that we have already seen in this report, Thai millennials appear to be especially engaged with social media, though the gap between Singapore and Malaysia is less marked, and Malaysians are in fact heavier users of LINE than their Singaporean peers.

MILLENNIAL MIX

It is worth remembering that millennials are not a homogenous slice of the population: they aren’t all the same. At the younger end of the group, millennials are starting their first fulltime jobs or heading off to university, whereas millennials in their early 30s may already have children, own their own homes and be rapidly advancing in their careers. Equally, they do not all have the same career trajectories or lifestyles. The stereotypical image of a millennial is of a metropolitan, techsavvy hipster, when in fact a millennial in Bangkok is just as likely to be driving a tuk-tuk taxi as he or she is to be sitting in the back being driven, while a Malaysian millennial might just as easily be assembling products in a factory or planting crops in a field as designing the latest life-enhancing gadget. Or they could be unemployed.

Social media means different things to different people, and millennials are no exception. Younger millennials access different social media platforms and use them in different ways to older ones.

Twitter in Singaporean



18-24 years old 27%

25-29 years old 15%

30-35 years old 16%

Facebook and Twitter have similar appeal to millennials of all ages, with the exception of Singaporean 18-24 year olds who, at 27%, are heavier users of Twitter.

Moving away from these two dominant platforms we can see that, perhaps unsurprisingly, younger millennials are generally making greater use of social media. There are small variations by age across platforms such as Tumblr, Google+ and even LinkedIn, where one might have anticipated stronger use by career-focused older millennials. In fact, it’s LINE in Thailand and Malaysia where use is 10 and 11 percentage points higher among 30-35 year olds that seems to appeal more to older millennials. Younger millennials in all three territories are heavier users of Instagram and Snapchat in Singapore and Malaysia, with Singapore being the country where there is the greatest disparity between younger and older millennials.

Within the scope of this study, the other area in which millennials differ by age is the complexity of their incomes and outgoings. Millennials in South East Asia have increasingly diversified income streams. While regular wages and salaries are still the norm, discussions in our groups suggested that millennials in Thailand and Singapore are supplementing their incomes with freelance jobs – such as teaching and appearing as extras in movies – and activities such as selling used items or running online shops using platforms such as Carousell, Shoppee and Gumtree. Others have been successful in turning their leisure activities into revenue streams including gardening and playing video games online ‘professionally’.

At the same time, millennials also receive payments from all the sources that we have seen in our European and US surveys – parents and extended family, investments, loans, tax refunds and cash back offers. In broad terms, younger millennials have more complex incoming payment patterns, with multiple sources of income, while older millennials have more complex outgoings, with, for example, family expenses and mortgages added to general expenditure.

All of these sources of income and outgoings require millennials to engage with the payments industry and, in many cases, to explore new payments channels.

As well as socialising online, millennials are increasingly taking to their screens to shop, with respondents in our groups in all three territories alluding to their hectic pace of life and the high cost of living as drivers towards the rise of online shopping. Many millennials associate online shopping with better value and lower prices, as well as convenience.

younger millennials have more complex incoming payment patterns, with multiple sources of income

older millennials have more complex outgoings

MILLENNIALS AND THEIR MONEY

Millennials in South East Asia are living very different lives to any generation that has preceded them, with technology and connectivity driving changes in behaviours and perceptions.

Technology is also making possible new ways of buying and selling, paying and being paid. We set out to understand how millennials' attitudes and habits around the movement of money are changing – and how they would like them to change further.

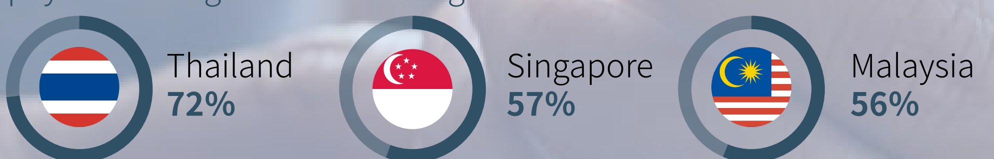
When it comes to the major payments in – salary or wages for work and payment for goods sold on the internet – bank transfer is the dominant method.

APP 18% of Thai millennials receive payment from functionality on their mobile phone

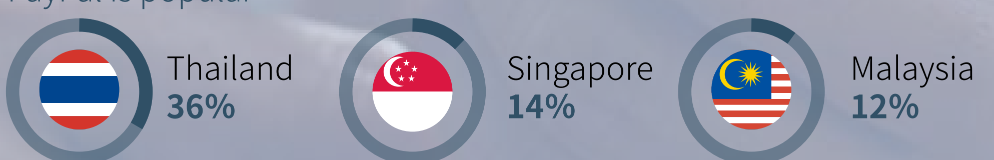
14% of Thai millennials receive payment from a place of work via PayPal,

Between 70% and 76% of millennials in all three territories receive at least some of their pay via bank transfer. However, there are other routes: 32% in Thailand and 26% in Malaysia are paid in cash, while 23% in Malaysia and 18% in Singapore receive payment by cheque. More noteworthy is the fact that 18% of Thai millennials receive payment 'from a place of work' via an app or functionality on their mobile phone. This is the highest level of mobile payment for work that we found anywhere in our survey – the closest was in the US where 13% receive pay this way. Interestingly, 14% of Thai millennials receive payment from a place of work via PayPal, which did not feature significantly for either Malaysia or Singapore.

payments for goods sold through internet auctions

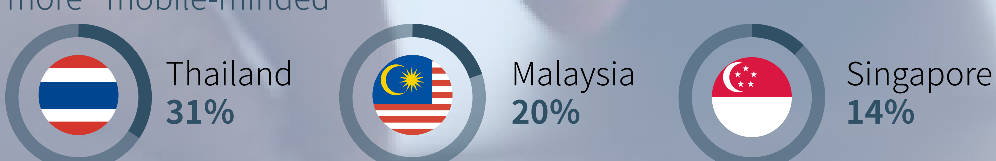


PayPal is popular



The picture for payments for goods sold through internet auctions is, understandably, more nuanced. In Singapore and Malaysia, 57% and 56% of millennials receive such payments, but in Thailand the figure is 72%. Of these online sellers, more than half in Singapore and Thailand receive payment via bank transfer, while 71% do so in Malaysia. But, at least a third in all three countries receive payment in cash – presumably when the 'customer' collects the items they have bought. PayPal is also popular: 36% of internet sellers in Thailand, 14% in Singapore and 12% in Malaysia receive payment this way.

more 'mobile-minded'



The emerging picture of Thai millennials as more 'mobile-minded' is further strengthened by the fact that 31% of them receive payment for internetauctioned items via app or functionality on a mobile or tablet, while in Malaysia and Singapore it's just 20% and 14% respectively.

MONEY MANAGEMENT

The advent of online banking and banking apps offers users enormous benefits in terms of flexibility and convenience. How have millennials responded?

Millennials in South East Asia appear to have embraced online banking enthusiastically, particularly in Singapore and Malaysia, where online channels are the preferred means of managing finances. Thailand, however, is different. Offline remains the preferred channel and, while it may seem counter-intuitive given Thai millennials' comfort with the digital world, this may in fact be associated with their preference for managing their finances through ATMs. This functionality is available in some other countries but appears not to have gained such a strong grip on people's behaviour. A closer examination of the data indicates that when Thai millennials do manage their finances online, they are slightly more likely to have done so through their smartphones rather than via a PC or laptop, which is definitely not the case in either Malaysia or Singapore.

Looking at banking activities carried out in the last three months*, the most common activities are checking balances and reviewing transactions, transferring money between accounts, making and receiving payments, and paying bills. Interestingly, between 62 - 67% of millennials still deposit cheques, which is substantially more than in Europe, and the vast majority of them (87-89%) do so in branches or via ATMs, rather than using photo and scanning apps available through PC/ laptops and smartphones.

For everyday banking and financial management activities, millennials in Singapore and Malaysia have emphatically made the switch to online, while their Thai counterparts continue to value a physical interface when moving their money – which is itself interesting given the relative inconvenience of visiting branches and the potential risk associated with using ATMs.

"I pay cash for my mobile bill at 7-11. It's quick and convenient."

Thailand
18-24

"I often use mobile banking to transfer money. But I don't want to pay 25 baht to transfer to another bank, so I'll go to the branch or use an ATM to deposit money into that account."

Thailand
25-35

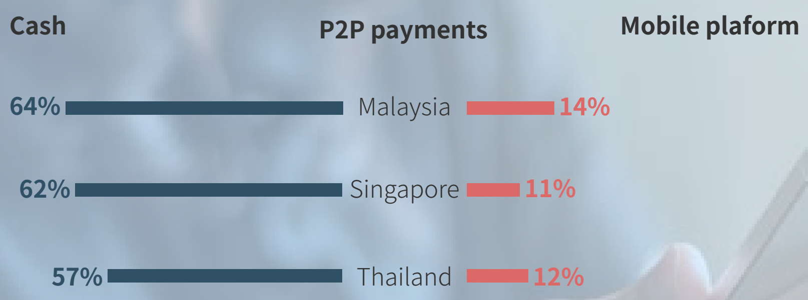
THE ENDURING CHEQUE

The humble cheque has been in decline for years, overtaken by faster, safer and more convenient methods of payments. However, cheques stubbornly cling on in some countries, notably the US, and also in South East Asia. In Thailand, 41% of millennials continue to write cheques, while 29% of their peers in Singapore and 28% in Malaysia do the same. And it's not just the occasional cheque: millennials who write cheques do so between 10 and 13 times per month. For a generation that has so enthusiastically embraced the digital life, the persistence of the analogue cheque book may seem either quaint or perverse. Cheques are costly, inconvenient and slow – for everyone. Their persistence demonstrates the failure of banks and others to adequately promote the alternatives and more energetically recruit customers of all ages, and especially digital champions like millennials, to modern, cost-effective payment mechanisms.

MILLENNIALS AND PAYMENTS

Millennials have already shown themselves to be comfortable with the emergence of new technologies in finance, but which methods do they favour when they are making payments themselves?

It’s worth remembering that, in this respect at least, many transactions are governed by the seller and how they choose to accept payment – or, in some cases, whether there is any alternative to cash.



Looking first at person-to-person payments (P2P) – to friends, family and other individuals – 64% of millennials in Malaysia use cash, while it’s 62% in Singapore and 57% in Thailand. Bank transfer is the next most commonly used method in all markets followed by credit/debit cards. However, at least one in 10 millennials now make P2P payments via a mobile platform. Singaporeans are the slowest to make the switch to mobile with just 11% of P2P payments made this way, but it is more common in Malaysia (14%) and Thailand (12%).

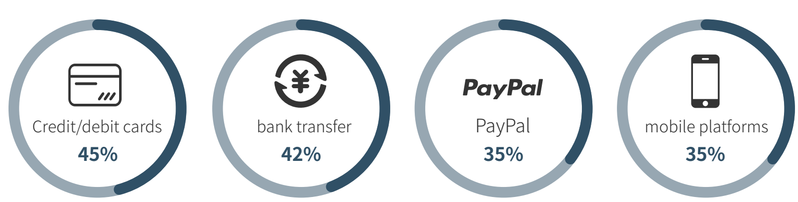
For sending payment to an individual in another country, the picture is much more complex. Just over half of millennials need to make international P2P payments and they use a variety of methods to do so. In Singapore, millennials are most likely to use bank transfer (43%) followed by credit/ debit cards (33%), but money transfer companies at 22% and PayPal at 20% are now a favoured alternatives for a sizeable proportion.

“When I buy street food, I have to pay cash because the food vendor won’t accept any other form of payment. But when I buy groceries at the supermarket, I can pay cash or credit card or debit card because they offer these choices.”

Thailand
25-35

Remarkably, in each market there is little difference between the proportion of millennials who use mobile payments for international P2P transactions, and those who simply send cash. In fact, in both Singapore and Malaysia cash is by a narrow margin the most common method for sending international payments despite the risks this entails, which may suggest some concerns about the security or reliability of mobile payment platforms.

In Thailand, use across different channels



In Thailand, however, the picture shows a more even spread of use across different channels. Credit/debit cards are the commonly mentioned method for sending P2P payments internationally (45%), just ahead of bank transfer (42%). PayPal is also a common channel with 35% of Thais sending money this way. But with 35% of Thai millennials sending money via mobile platforms – double the proportion in either Singapore or Malaysia – Thailand is easily the most mobile-minded of these three markets for this activity. It's perhaps worth remembering that some of this P2P traffic is in fact commercial, the result of internet-based 'auctionstyle' transactions and PayPal is very well established in this arena.

“No choice. [We] will still need cash, until the uncles at the hawker accept credit card. But they won’t.”

Singapore
25-35

In fact, while mobile is by no means the most popular channel, Thai millennials are significantly more likely to use mobile payments across all the forms of expenditure that we reviewed than their peers in Singapore or Malaysia. Across all four groups of expenditure – P2P, financial commitments, transport, and consumption – use of mobile payments does not dip below 24%, whereas the highest level of mobile use in either of the other countries is in Malaysia where 25% of millennials use mobile to pay their utility bills, six percentage points higher than the next highest, where 19% of Singaporeans pay their utility bills this way.

21%
OF SINGAPOREAN MILLENNIALS WHO USE PUBLIC TRANSPORT PAY VIA A PRE-PAID CARD

69%
OF MALAYSIAN MILLENNIALS PAY FOR GROCERIES WITH CASH VS 61% BY CARD

25%
OF THAI MILLENNIALS WHO REGULARLY LEND MONEY TO PEOPLE, DO SO VIA MOBILE PAYMENT

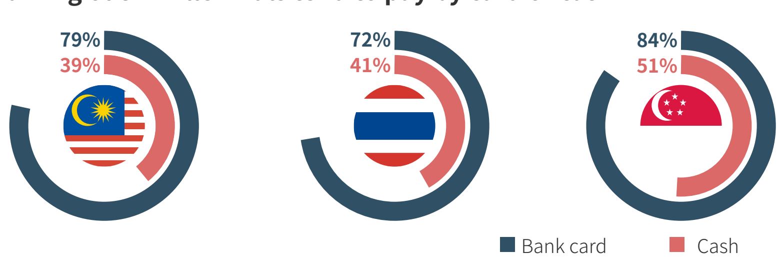
33%
OF THAI MILLENNIALS WHO SEND INTERNATIONAL PAYMENTS, DO SO VIA CASH

75%
OF SINGAPOREAN MILLENNIALS RECEIVE THEIR SALARY BY BANK TRANSFER, WITH ONLY 12% PAID IN CASH

57%
OF SINGAPOREAN MILLENNIALS SELL GOODS ONLINE, 56% BY BANK TRANSFER AND 25% VIA PAYPAL

Not surprisingly, cash and cards are the most widely used methods of payment for transport with around three quarters of millennials in Thailand and Malaysia, and half in Singapore paying in cash. Pre-paid cards are also an important option in Singapore with 21% paying for transport this way. Perhaps more interesting though is the uptake of mobile payment for transport: 12% in Singapore, 18% in Malaysia and 33% in Thailand.

dining out – millennials tend to pay by card or cash



When it comes to everyday consumption – groceries, snacks and lunches, entertainment and dining out – millennials tend to pay by card or cash. That's not surprising, although it is interesting to see how much more often cash is mentioned as a method of payment than card in Malaysia and Thailand (79% vs. 39% and 72% vs. 41% respectively) for everyday eating out, and that Singaporeans are more likely to mention cards over cash (84% vs. 51%) when dining or going out. Even for tech-equipped millennials, cash continues to be a very important part of their everyday payment mix – possibly as a function of the lack of availability of other payment options at small-scale eateries, street vendors, shops and in some taxis.

"You can't survive without carrying cash in Thailand."

Thailand
18-24

UTILITIES AND HOUSING – THE PREDICTABLE SIDE OF PAYMENTS?

Utility bills and housing costs offer an insight into the complexity and fragmentation of payments in these territories. Regular and fairly predictable, these kinds of payments ought to be easily managed and therefore illustrate how millennials like to manage their money when spontaneity is not a factor.

In Singapore the most commonly used method for paying utility bills is credit/debit card (58%) and the next most used channel is bank transfer (31%), ahead of cash (20%). In Malaysia, cash and cards (both 51%) lead, with bank transfer at 46%. In Thailand, cash is used most often (61%) just ahead of cards (58%) with bank transfer (32%) trailing behind mobile payments (42%).

Just 44% of millennials in Singapore make rent or mortgage payments, compared with 68% in Malaysia and 70% in Thailand, suggesting that many either live with their families or share accommodation costs with another and possibly then view their share as a P2P payment. In Singapore, 39% of those paying for housing do so by bank transfer and 36% by card. Bank transfer (51%) is also the most commonly used method of payment in Malaysia, ahead of cash (41%) and card (26%). But Thailand again stands out with 57% of millennials paying for housing with cash, and 34% using either bank transfer or card. Mobile is also a significant channel in Thailand with just under a quarter paying this way.

THE MILLENNIAL INFLUENCE

SOUTH EAST ASIA MILLENNIALS AND THEIR MONEY

18%
of Malaysian millennials who use public transport, pay via a mobile payment

69%
of Thai millennials send International payments, 33% do so via cash

69%
of Malaysian millennials pay for groceries with cash vs 61% by card

41%
of Thai millennials still write cheques, compared to 28% in Malaysia and 29% in Singapore

57%
of Singapore millennials sell goods online, 56% by bank transfer and 25% via PayPal

75%
of Singapore millennials who receive a salary do so by bank transfer, with only 12% paid in cash

TECHNOLOGY

Thai and Singaporean millennials use an iPhone **50%**

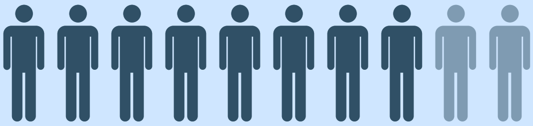
Malaysian millennials use a wearable device **8%**

SOCIAL

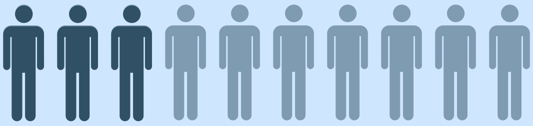
90%
of Thai millennials use Facebook at least once a day

79%
of millennials in Singapore have concerns about the amount of information available to them on Social Media

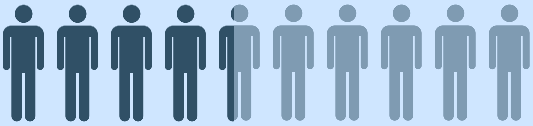
MOBILE PAYMENTS



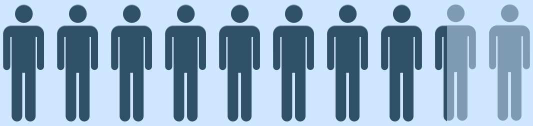
80%
Millennials across the 3 countries surveyed have experienced problems whilst making a mobile payment



30%
of millennials in Malaysia that have tried mobile payments have since lapsed



43%
43% of millennials in Singapore are currently using mobile payments, 31% have never tried



83%
Thai millennials would be more likely to use a new mobile payment service if provided by their own bank

THE FUTURE

70%
millennials in the 3 countries surveyed agreed that they would like to see their available balance to spend when they make a mobile payment

70%
of millennials in the 3 countries surveyed agreed that they would like to be able to make instant payments, regardless of who they bank with

70%
of Thai millennials agree that they would use eye scans to verify payments

OBSTACLES AND ISSUES

We' ve seen that different payment methods are popular for different kinds of transactions in these markets. Our focus groups allowed us to understand some of the issues and concerns that shape South East Asian millennials' use of different payment methods.

Thailand stands out as a market in which a very significant proportion of financial management is conducted through ATMs – transferring funds, paying bills and depositing cash, as well as the usual withdrawals and balance checks – and this, combined with the convenience and low cost of mobile alternatives may go some way to explaining the country' s relatively low engagement with online banking.

In Malaysia, participants in our groups talked about the risks of carrying a lot of cash, and also the difficulty of accessing cash late at night. In Thailand many card operators require applicants to demonstrate an income of at least 15,000 Baht, while operators in Malaysia set an age threshold of 21.

Millennials in all three territories also voiced frustration at not always being able to access contactless terminals and/or having cash cards that lack debit functionality, or, in Malaysia, at unacceptable processing times of 20-30 seconds that make cards uncompetitive with cash.

They also resent the bank fees that are levied on bank transfers – both within bank and inter-bank, and internationally. In Malaysia, different fees may be levied according to the speed of transfer, while in Thailand the fee is dependent on the sum involved. For savvy millennials, these charges serve as obstacles to the evolution of payment behaviours.

32%

OF THAI MILLENNIALS RECEIVE THEIR SALARY IN CASH

23%

OF MALAYSIAN MILLENNIALS RECEIVE THEIR SALARY BY CHEQUE

22 Million THAI CITIZENS REGISTERED FOR PROMPTPAY, BEFORE ITS LAUNCH IN JANUARY 2017

At the same time, new and existing government and sector-led initiatives are also shaping the payments landscape in these countries.

Singapore sees itself as the financial heart of Asia and has taken steps to secure its reputation as 'the Smart Nation' in terms of payments, a significant element of which is becoming an electronic payments society.

- FAST – launched in 2014, FAST is Singapore' s real-time payments system, offering 24/7 immediate payments. FAST is based on Vocalink' s Immediate Payments Solution, which also underpins the variously branded real-time payment systems in the UK and US
- Monetary Authority of Singapore has articulated a detailed plan for the payments sector:
    - Streamline the regulatory and operational environment
    - a central Payments Council to accelerate the adoption of payments innovations and drive further innovation
    - Promote the interoperability of infrastructure
    - Support wider acceptance of electronic payments among businesses
- Banks have introduced the main e-wallet apps and launched P2P payments platforms of their own, including DBS PayLah, Standard Chartered' s Dash, UOB' s Mighty and OCBC' s Pay Anyone

- Bank of Thailand, the nation' s central bank, has articulated and published a clear and detailed strategy to overhaul Thailand' s financial system in its Financial Services MasterPlan (FSMP), which aims to deliver greater efficiency and strength, and to broaden access. Having completed its first two phases, the FSMP' s final phase explicitly aims to 'Promote electronic financial and payment services as well as enhance efficiency of the financial system by enhancing competitiveness of financial service providers and promoting new technological innovation to facilitate business expansion'
- PromptPay – Launched in January 2017 and underpinned by Vocalink' s Faster Payments technology, PromptPay allows users to make P2P transfers using the recipients' mobile phone number or Citizen ID as a proxy for their bank account

The Malaysian government and its central bank, Bank Negara, have stated a clear intention to become a cashless society and numerous initiatives are already in place or in the advanced stages of development to support this:

- Requirements for card issuers and acquirers to enable Chip and PIN and/or contactless for point of sales transactions
- Reduced Merchant Discount Rate (MDR) on card transactions are intended to encourage both merchants and consumers to embrace card payments
- Domestic debit and ATM cards to have a domestic app
- Malaysian debit card chips to be migrated to a higher proprietary standard.
- Cooperation between banks and telcos to spread availability of mPos (mobile point of sale) machines and enabled phones
- JomPay – a free-to-consumer service that allows people to make payments from their banks to merchants via ATMs
- Touch 'n Go – e-money functionality has been added to the compulsory MyKad electronic ID card

These innovations and the growing focus on alternatives to cash, look set to provide a host of opportunities for banks and fintechs to develop overlay services, many of them aimed squarely at mobile-minded millennials

MILLENNIALS AND MOBILE PAYMENTS

We've already seen that millennials, particularly those in Thailand, are beginning to embrace the idea of mobile payments. But we wanted to look in more detail at their perceptions of this rapidly expanding channel – which platforms did they know about, which ones do they actively use and, critically, what factors govern their willingness to further adopt these emerging technologies?

BIG BRAND AWARENESS

In South East Asia, awareness of mobile payment platforms mirrors the picture we saw with mobile phone brands – the global brands have been successful in building brand awareness, though they do not completely dominate, and this awareness has yet to be converted into uptake.

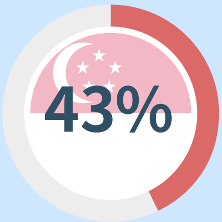
Singapore shows the highest overall awareness of mobile platforms. The best-known platform, ApplePay, is recognised by 84% of millennials with 5% saying they use it as well. This is impressive given that ApplePay only launched in Singapore in April 2016, though PayPal, with recognition as a mobile platform at just 66%, can boast a slightly higher conversion rate at 6%. Samsung Pay and Android Pay, which are recognised by 83% and 75%, respectively, are used by just 3% and 2% respectively, which again is impressive given that they have only been available since June 2016. Perhaps the biggest mobile payments success story is eNETS, recognised by 69% and used by 7%, the highest proportion in Singapore.

In Malaysia, PayPal is the best-known (70%) and most-used (7%) of the international mobile payment brands. But again, the leading player in this market is not one of the global brands. Four in five (80%) Malaysians have heard about Touch' n' Go and 14% use it – twice the next most used platform.

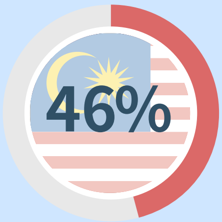
So, PayPal, long-established as a payment channel in e-commerce, has been significantly more successful in converting millennials to become mobile payment users in all three countries, while local brands in both Singapore and Malaysia have also been more successful than the global giants.

But while mobile payment use is currently relatively low, it seems unlikely to stay that way – particularly given the stated objectives of some governments to reduce the significance of cash in the economy. So we asked millennials what kind of provider would make them more likely to adopt a mobile payment solution. In all three countries, they indicated that a bank would be their preferred provider, followed by a card provider in Singapore and Malaysia, and PayPal in Thailand. In each case, at least three in five millennials said a platform provided by these organisations would make them more inclined to pay for goods and services via their mobile phones. And, in each country the least favoured option was a new-to-market brand, which suggests that while millennials are willing, even enthusiastic about moving towards mobile payments, they want them to be delivered by familiar, dependable brands. In the light of this insight, LINE's partnerships with Citibank Thailand (see page 10) and Rabbit look like very smart moves.

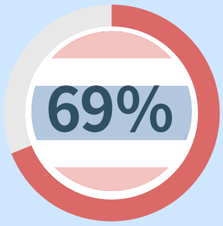
CURRENT MOBILE PAYMENT USERS



SINGAPORE



MALAYSIA



THAILAND

IF YOU WERE TO PAY FOR ITEMS USING YOUR MOBILE PHONE, WOULD YOU BE MORE OR LESS LIKELY TO USE THIS NEW PAYMENT SERVICE I F IT WERE PROVIDED BY EACH OF THE FOLLOWING?

	SINGAPORE	MALAYSIA	THAILAND
Most preferred provider	**Bank** 65%	**Bank** 78%	**Bank** 83%
Second most preferred provider	**Card** 59%	**Card** 66%	**PayPal** 78%

30%
OF MILLENNIALS IN MALAYSIA THAT HAVE TRIED MOBILE PAYMENTS HAVE SINCE LAPSED

9%
OF THAI MILLENNIALS HAVE NEVER TRIED MOBILE PAYMENTS

MILLENNIALS ACCROSS THE 3 COUNTRIES SURVEYED HAVE EXPERIENCED PROBLEMS WHILST MAKING A MOBILE PAYMENT

MOBILE PIONEERS

While current usage of mobile payment platforms is relatively low, the same cannot be said of mobile payments themselves. Applying our definition of ‘mobile payments’ as any payment made from or via a mobile phone or ‘cell phone’, including via applications that sit on top of a contactless payment system such as Apple Pay when shopping through a mobile phone, yields a very different picture. In Singapore and Malaysia respectively, 43% and 46% of millennials use mobile payments, while in Thailand the figure is 69% – the highest level of any country we sampled, including the US and in Europe.

Thailand also shows the lowest proportion of lapsed users in the region: just 20% of Thais have tried mobile payments and then stopped, whereas in Singapore the figure is 24% and in Malaysia it’s 30%. While the number of lapsed users is not huge, in both Singapore and Malaysia the figures are as high or higher than Europe where the proportion of millennials making mobile payments is much lower. Despite the relatively high adoption of mobile payments, something about the experience has caused more than a fifth of millennials to stop paying via their mobile phones. What could that be?

The simple answer is concerns about security, ranging from the risk of physically losing a handset carrying financial information to the risk of hacking and other forms of fraud. In Singapore, half of lapsed users cite security concerns as the reason for abandoning mobile payments. In Malaysia the figure is 70%. The other major group of reasons for users to drop mobile payments are technical issues – problems with terminals, inexperience or unfamiliarity on the part of the vendor and the technology itself not functioning as it should (is there anything more interesting on this?).

However, even though a very large proportion of millennials describe themselves as 'current users' of mobile payments, their continuing use is not guaranteed. At least four in five millennials in each of our South East Asian markets have experienced problems when paying with mobile – including 89% in Thailand, the highest level we encountered anywhere in our research. The largest proportion of these are technical issues with the next largest block being problems relating to the knowledge or experience of the vendor staff, or with mobile payment not being accepted at all. Interestingly, a significant proportion of current users, particularly in Malaysia, say they 'feel hassled' when attempting to pay by mobile – a combination of their own unfamiliarity with the technology and the sense that other customers were watching critically. With a mere 11% of current users in Thailand, rising to 18% in Singapore saying they had enjoyed problem-free mobile payments, it is clear that there is work to be done to improve the experience. But the fact that so many current users have experienced problems and have continued using mobile suggests both that the problems may be minor or at least that there is an appetite for the platforms to be improved

"We are depending too much on the phone, what happens if we change phone? My banking information may still be there."

Malaysia
25-35

That insight is supported by millennials' responses about their likely future mobile payments behaviour. Asked whether they were more or less likely to increase their use of mobile phones to make payments in the future, the answer from current users is an overwhelming 'yes' – two thirds or more in each country expect to pay by mobile more frequently in the future. While the proportion of 'yes' votes in all three countries is high, in Thailand it is, once again, much higher, indicative perhaps of strong acceptance of the likely evolution of payments. Perhaps even more encouraging is the high proportion of non-users of mobile payments who said they are more likely to use them in the future. In Singapore two-fifths and in Malaysia more than half of non-users expect to begin using mobile payments. In Thailand the response is more positive still. Threequarters of non-users expect that they will begin using mobile payments in the future.

These figures say two things:

that despite the concerns and frustrations experienced by users of mobile payments, millennials who start paying by mobile are likely to keep going and increase their use of mobile payments services.

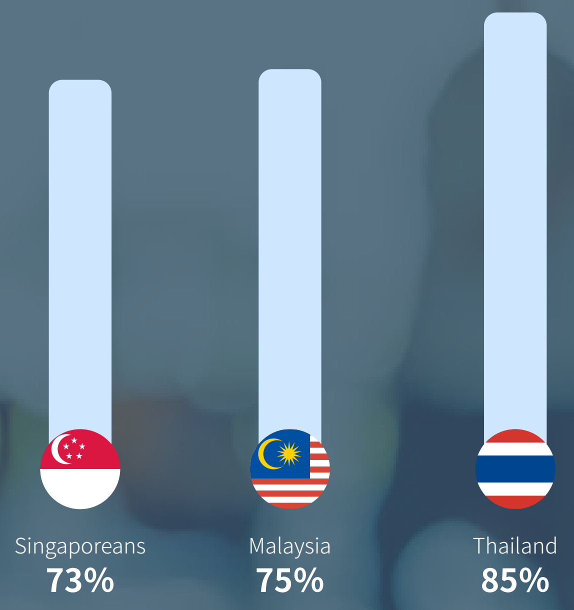
they suggest that there is widespread acceptance of the inevitability of mobile payments – that they are what is next.

With current users in each country more likely to increase mobile payments usage than non-users are to start making mobile payments, the real challenge is to get millennials to start using mobile payments in the first place, and this may not be as hard as it sounds.

At least two thirds of millennials in our South East Asian countries agree that mobile banking is easy to use and when we asked them what kind of functionality they would like to see in a mobile platform, they demonstrate a clear appetite for the kinds of services and enhancements that are in development and which are only really possible on a mobile platform. For example, nearly three quarters of Singaporeans (73%) agree they would like to be able to see an available balance when making a payment with their mobile phone. For Malaysia the figure is 75% and for Thailand it's 85%. Two-thirds or more would like to be able to manage all of their accounts via a single mobile app or website, and at least 70% in each country would like to be able to make instant payments and pay bills regardless of which bank the recipient is with. All of those point towards a more complete, more immediate mobile banking platform – millennials can't rely on being in front of computer when the need to make a payment or manage their accounts arises.

And at least two thirds of millennials in each country indicated that they wanted their bank 'to offer more services on its mobile banking app'. They also agree that they would like more control over how people pay them – whether that's receiving salary or their friend's share of last night's dinner cheque. Flexibility and control, the very qualities that millennials say they value in technology, are what they are looking for in payments services and banking, so in South East Asia at least, it is not a matter of 'if' but 'when' and 'who'.

Would like to see an available balance when making a payment with their mobile phone



EDUCATION IS KEY

One advance that may help to accelerate the adoption of mobile payments is better education.

THAI MILLENNIALS
70%
AGREE THAT THEY WOULD USE EYE SCANS TO VERIFY PAYMENTS

MALAYSIAN AND SINGAPOREAN MILLENNIALS
60%
AGREE THAT THEY WOULDN'T KNOW WHERE TO GO OR WHO TO SPEAK TO IF A MOBILE PAYMENT WENT WRONG

THAI MILLENNIALS
87%
AGREE THAT THEY EXPECT THEIR BANK TO GUARANTEE THE SECURITY OF MOBILE PAYMENTS

Around two thirds of millennials interviewed in South East Asia (60-68%) say they wouldn't know who to speak to if a mobile payment went wrong. And they are equally confused about who should provide technical support for mobile payments – the bank, the mobile network provider or the card provider.

Millennials don't know who is responsible for mobile payments, although as we have already seen, they have a clear preference for it to be banks ahead of card providers and PayPal that provide mobile payment services. This lack of certainty over the operational side of mobile payments undermines confidence and potentially obstructs progress towards uptake of mobile payments.

A MORE SECURE FUTURE?

While millennials in South East Asia, particularly in Thailand, are already embracing mobile payments they also indicate significant concerns about the security of this channel, and an appetite to address these through enhanced verification tools.

Fingerprint verification is already available for some payment platforms and with good reason: millennials like it. Two-thirds or more in all three countries would prefer to see fingerprint verification replace signature or PIN to pay by mobile and by card. Interestingly, slightly more of them want to see this in place for card payments than they do for mobile, with the largest discrepancy being in Thailand where 75% prefer fingerprint verification of cards, but only 68% prefer it for mobile payments. In both Singapore and Malaysia, the gap is just three percentage points, but the fact that there is a gap at all may indicate that, while millennials do have security concerns about mobile these are no greater than their concerns about card security.

In fact, fingerprint verification is the most preferred enhancement to signature or PIN. Other options, such as eye scans, facial recognition and voice to pay are each less preferred, although more than half of Singaporeans and Malaysians and 70% of Thais would prefer eye scans over signature or PIN. Consistent with what we have seen about Thais' willingness to embrace new technologies, their levels of preference for all of the options we offered were higher than their counterparts elsewhere – 65% would prefer facial recognition over signature or PIN and 55% would prefer voice to pay.

WHAT'S NEXT?

Whatever verification method is used, it's clear that millennials in South East Asia want enhanced security measures and, above all, that they want more from their banks and from their smartphones: more services, more flexibility, more control and higher speeds.

Mobile payments are the point of confluence between advances in banking and a growing reliance on a pocket-sized device that offers instant satisfaction in all other spheres – from communication and navigation to entertainment and information. Finance is what's next for the smartphone.

Levels of use in mobile payments are already higher than in Europe, and in Thailand they are higher even than the US. Clearly there are still significant issues to resolve around security and education – both for consumers and vendors – but millennials' dependence on smartphones means that mobile payments are not the next big thing – they are already here. And while Thailand appears to be the most fertile market, both Singapore and Malaysia have an appetite for new technology that provides opportunities for banks and others with the right proposition.

Above all, it would appear that the proliferation and prominence of social media will both deepen millennials' relationships with their smartphones, and help to normalise finance-by-phone behaviour of all kinds. The launch of instant payments platforms in both Singapore and Thailand, running on Vocalink systems, will support these developments and offer millennials and others the chance to gain the kind of control over their finances that they aspire to. 'Seamless spending' looks set to be the trend for finance in 2017. This combination of contactless, app-based and wearable payments technologies will allow adopters – for which we should read millennials – the power and flexibility to buy, consume or access anything anywhere or, more likely,everything everywhere.

80% OF THAI MILLENNIALS AGREED THAT THEY WOULD LIKE TO MANAGE ALL OF THEIR ACCOUNTS VIA ONE MOBILE APP OR WEBSITE

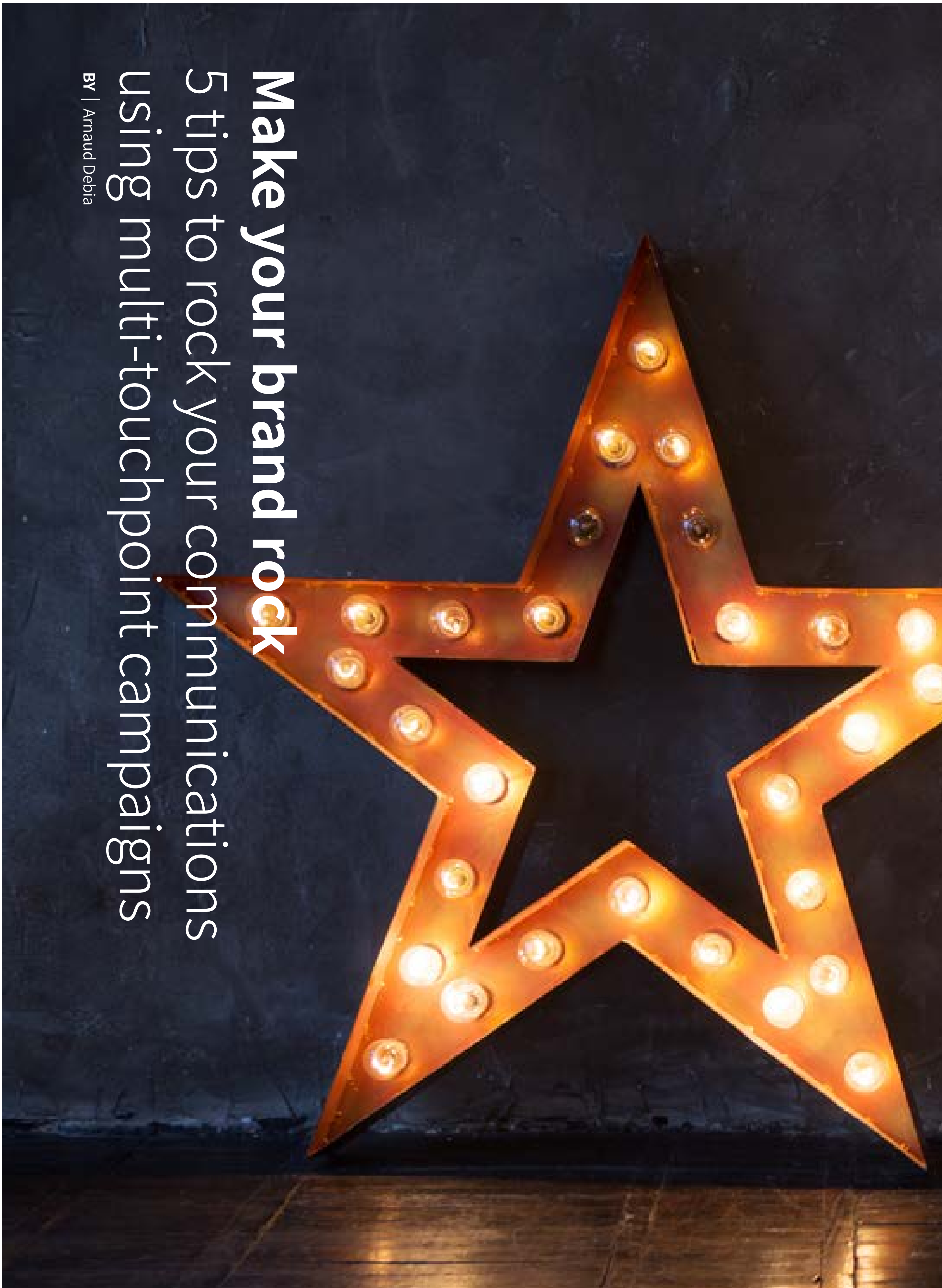
OVER 70% OF MILLENNIALS IN THE 3 COUNTRIES SURVEYED AGREED THAT THEY WOULD LIKE TO BE ABLE TO MAKE INSTANT PAYMENTS, REGARDLESS OF WHO THEY BANK WITH

7 IN 10 OF MILLENNIALS IN THE 3 COUNTRIES SURVEYED AGREED THAT THEY WOULD LIKE TO SEE THEIR AVAILABLE BALANCE TO SPEND WHEN THEY MAKE A MOBILE PAYMENT

Make your brand rock

5 tips to rock your communications using multi-touchpoint campaigns

BY | Arnaud Debia



It has never been tougher for brands to touch and move people. We all experience it. Globalisation has resulted in multiplying brands. With digitisation, more content is developed for more channels. New channels open every day – outdoors, in our pockets, even on our fridges - through smartphones, connected screens and the Internet of Things.

People are bombarded with thousands of branded messages every day, and pay less and less attention. They skip, fast forward, and multitask more and more.

To succeed, brand communications must reinvent itself to even get a chance to earn people’s attention. They need to rock. Literally.

How can you make your brand rock? Here are five lessons Ipsos has learned from investigating successful – and not so successful – brand communications.

Give your brand a rock band

From Genesis to Twenty One Pilots or Muse, the best and most legendary rock bands result from great musicians playing together, amplifying their individual talents. Likewise, in order to increase the chances of engaging people with the campaign, winning brand communications rely on inspiring content, played across several touchpoints.

Indeed, when we compare the results of pre-testing a single touchpoint with testing an entire multitouchpoint campaign, on average we see an uplift of 14% for Attention, 31% for Consideration, and 38% in Brand Desire. These results are echoed in the 2016 ARF Rethink conference, which reported double digit incremental ROI when brands move from one to several touchpoints.

Year after year, the Cannes Creativity festival winners illustrate the benefits of multi touchpoint campaigns as a means to rock consumers and bring them closer to the brand.

Here’s a great example: Burger King’s McWhopper proposal. It step-changed its brand desire versus McDonald’s by leveraging carefully selected touchpoints and pieces of content, precisely associated and phased to trap McDonald’s into the villain’s role and turn Burger King into a white knight:

Phase 1	Phase 2	Phase 3
make a generous, almost innocent peace proposal to McDonald's, in newspapers and viral outdoor ads, to get both journalists' and the public’s attention	Await for McDonald’s answer (bet on “No”)	Funnel angry public reactions to make the Burger King Peace Day event viral, leveraging digital video and amplification from journalists and people's social posts

Even a masterfully crafted, soloist commercial could not have achieved so many PR impressions and earned media for the Peace Day event, and generate such retransmission and ownership from the general audience. This is the power of a campaign that truly rocks.

Create a hit for your brand!

The Police had Every Breath You Take, Coldplay has Viva la Vida. Likewise, great communication campaigns need a strong score to move their audiences. In the communications world, this is the ‘Big Idea’. A strong big idea will help your brand find an insight, that is a tension that strikes the right chord with people. Identifying how the brand uniquely alleviates that tension becomes the melody which is the answer the brand proposes to people’s aspirations.

Big Ideas are not new to marketers. What matters now to make campaigns successful is that the Big Idea must be infused in each piece of communication across each touchpoint in such a way that it builds on its overall objectives. In other words, make sure that every touchpoint sings along and plays the right score. Why? Because the multiple coordinated cues together deliver, like the components of a hit record, an amplified whole that has a greater chance of capturing and keeping people’s attention and build, rather than wear out, over time.

Last year’s DB Export Brewtoleum campaign, which managed to grow the brand in a declining New Zealand beer market, succeeded thanks to a disruptive big idea. DB Export reminded their beer drinkers they too could save the entire world consistently across TVC, digital, outdoor and earned media.

And this is exactly what the campaign achieved – people acted upon that message, drinking beer and saving the world, with their pub drinking mates. The result? A 10% increase in sales.

Great rock bands jam

What truly builds rock bands’ fame are their live concerts, when all musicians are on stage and jamming. You can witness the alchemy between the voice of Bono, Edge on the guitar, with Adam Clayton playing bass and Larry Mullen on the drums: this is what U2 is best known for.

Like bands, campaigns work best when they jam. They need to foster synergies, through the themes, executional assets, key visuals, logos, cues they use, so people can instantly make connections as they navigate and encounter campaign assets. Campaigns jam when the story from the first piece of content is amplified with the experience of a second piece of content, thereby gaining meaning and multiplying engagement. Resonant, repeated, harmonious messages are easier to pay attention to, to encode and retrieve from memory, rather scattered, disparate pieces.

Harvey Nichols’ 2013 Christmas campaign was a campaign that jammed. On its own, on shelf, the limited edition product line, with its puzzling cheap gifts like elastic bands and paper clips, would certainly gain attention. Coupled with the “Sorry I spent it on myself” TV commercials and online viral videos, Harvey Nichols became the Christmas shopping destination, for the selfish and selfless Christmas shopper, matching that season other heavyweight Christmas retail advertisers such as John Lewis. I am certain there were a few friends and family members that received elastic bands as shoppers reenacted the film.

Idols are contagious

Rock music has its stars and geniuses – Jimi Hendrix, David Bowie, Prince – who reinvented music and how to play it thereby taking it to a new level. As much as an idol can take music a leap forward, so too can nurturing great creative. Ipsos has identified that 75% of a campaign’s impact comes from the creative, not the media choices. It is therefore essential to put special care and talent in the execution.

What makes both rock stars and breakthrough creative so important is that they offer a memorable experience – a sold out concert, a truly moving moment – so that people are willing their friends to experience for themselves, and they share and retransmit. People thus become your touchpoints, amplifiers multiplying further the power of your campaign.

The Spanish Lottery Justino online short video is a great example of excellence in craft and retransmission: it is an emotionally stirring piece of creative that moved its audience, created awareness with a strong call to action. The magic of this unique creative is seamlessly carried across several digital activation touchpoints, and quickly became viral. It was seen more than 16 million times, and the character got 100,000 followers on Instagram in just a month. People went on to share it more than 150,000 times, and it became the first discussion topic on the web in Spain (the fifth in the world).

The brand is the voice

Let’s not forget one last ingredient. Most rock bands forge their identity around an emblematic lead singer (who usually steals the spotlight). You cannot dissociate Guns & Roses from Axl Rose, or Hayley Williams from Paramore.

With great campaigns, the brand is the lead singer. It is essential that the brand is pivotal to the story and seamlessly integrated to serve two purposes:

- as a key point of connection between different pieces of content to become strongly associated with important (and ideally distinctive) cues and assets…
- … but also as the focal point of the story, so that people can act upon and towards the brand.

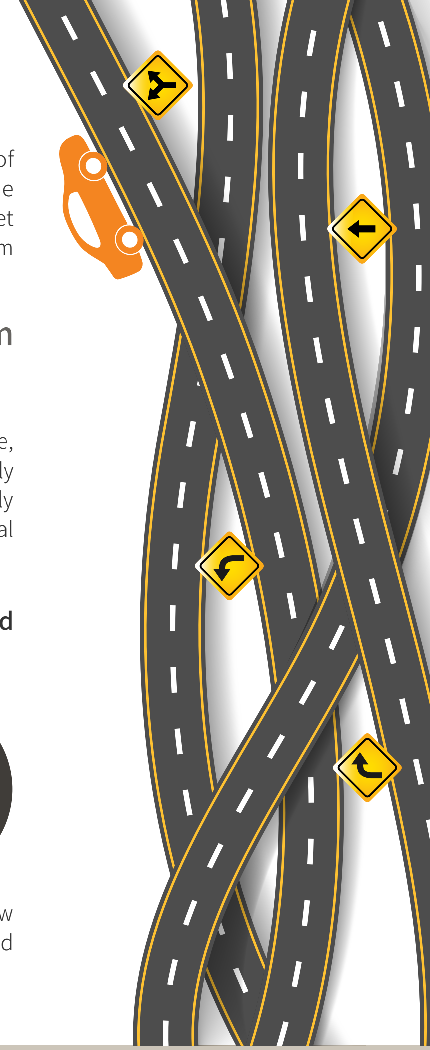
Great campaigns are not only remembered for the idea or story they tell, but also by the brand they serve. Can one dissociate Think Different from Apple? Taste the Rainbow from Skittles? Or someone acting and looking displaced when hungry from Snickers?

So don’t forget to find out if your campaign truly rocks: check that you have a rock band, with a guaranteed hit, ensure the touchpoints jam together, you nurture a creative idol that will make your content contagious and shared by people, and don’t forget to give the brand the lead vocals role.

Digital advertising's perverse incentives

BY | Ipsos

Contributor Peter Minnium explains how selecting the wrong metrics in digital advertising can lead to 'perverse incentives.' To succeed, marketers need to know the metrics that matter.



In digital advertising, as in life, it’s important to start with the desired end in mind.

There’s a well-worn tale about a city slicker who gets lost while driving the back-country roads of Maine en route to the capital city. After driving for what seems like an eternity on unmarked roads, he comes upon a farmer on a tractor in his field. Relieved, he hurries to the local and asks, “How do I get to Augusta?” The farmer, after sizing the man up, responds laconically, “Well, I wouldn’t start from here.”

It is imperative for success in digital advertising to start off from the right place — with a clear focus on the metrics that matter.

Yes, technology incited an explosion of content, devices, formats and opportunities to reach people, together with a cavernous quantity of data and a mind-boggling suite of metrics. Marketers can easily feel lost in unfamiliar territory like our Google Maps-less city slicker, struggling to adapt to a constantly changing environment and forced to choose — often inopportunely — from a plethora of potential navigation strategies.

eMarketer says, Although studies repeatedly negate the link between sales and click-through-rates, the top five ways that native ads are evaluated:

- engagement rate
- conversion rate
- click-through rate
- cost per conversion
- quantity of interactions

While otherwise informative, each of these short-term behavioral metrics reveals little about how communications have affected brand perceptions, equity or any other measure of long-term brand health. This isn’t only true of mobile; we see this morass of metrics across many digital campaigns.

Perverse incentives

Youngme Moon, in her book, “Different: Escaping the Competitive Herd,” postulates that “the minute we choose to measure something, we are essentially choosing to aspire to it. A metric, in other words, creates a pointer in a direction. … In track and field, we happen to measure speed, and so we cultivate a nation of speedsters. If we happened to measure running style, we would cultivate a nation of gazelles.”

The metrics for success that we set are important because they determine how we go about achieving it. Choosing the wrong metrics can lead to the opposite of the intended outcome — a phenomenon known as “perverse incentives.”

For example, doctors are financially incentivized to order more procedures, whether or not they help the patient; investment bankers take huge risks to reap bonuses, then find new jobs before their clients feel the pain; and politicians borrow money for policies that will make them look good in the short term for re-election, even though it will put their constituents on bad financial footing later.

We see the outcomes of digital marketing’s perverse incentives everywhere: click-bait headlines; scads of inventory “below the fold” that count for impression delivery; autoplay video in the margins of web pages that yield “completes;” ads that look like content in a stream for attention; and interruptive interstitials that require interaction to close.

While the sell side of the industry has woken up to the perils of perverse incentives, with efforts like the Coalition for Better Ads, the real driver of change will come from marketers who clearly articulate objectives that drive the right behaviors from the start.

The potential for perverse incentives in digital marketing is strong. **Marketers have 197 digital metrics with which to measure performance (according to the Advertising Research Foundation’s “The Digital Metrics Field Guide”) and over 30 different metrics that can be used to measure engagement, according to the Interactive Advertising Bureau.**

197
Metrics
to Measure
Performance*

* Source: The Arf: The Digital Metrics Field Guide

30+
Metrics
to Measure
Engagement**

** Source: The Iab: Defining and Measuring Digital AD Engagement in a Cross-Platform World

Setting the course

It is crucial to first distinguish between diagnostics and outcomes. Most short-term behavioral metrics are diagnostics that reveal how viewers engage with an ad. Outcomes reveal the extent to which the ad affected the brand. Relying too heavily on behavioral measures can risk optimizing to the wrong metrics.

Ipsos Connect (my employer) recently studied two ads for a client where ad #1 had a much longer average view time, but ad #2 delivered 150 percent higher brand consideration. Previously, the marketer had optimized spend to support ads with the greatest view time, assuming that people preferred them. When research proved the ads had less impact than presumed, moving resources to ad #2 brought more benefit to their brand objectives.

With this in mind, marketers should clearly set out where they want their brand to get to and the role of communications in the journey. This means determining answers these questions:

- **What attitudes or behaviors do you wish to influence?**
- **Over what time frame?**
- **Which metrics demonstrate their success?**

If the goal is to increase brand awareness, behavioral measures like impressions, reach and views are important. Marketers also need to understand how the ads impact spontaneous awareness via brand-linked memories and recognition of the campaign. If the objective is to drive short-term sales, the focus would be on conversions, site or store visits and short-term purchase intent.

Metrics that matter

The biggest challenge brands face today is getting noticed amid the clutter. Consumers are exposed to a seemingly infinite amount of content; how can brands improve the chances that their communications will gain attention? Three principles can help:

Mandate viewability

Ads can’t have an impact if they aren’t seen. As obvious as that sounds, viewability is still a big issue. Just 52.9 percent of desktop ads meet the IAB’s viewability standards, Moat’s CEO told Advertising Week attendees last year, according to MediaPost, and only 41.4 percent of mobile ads achieve it.

It’s generally accepted that ads get more attention on less cluttered sites, viewability is likely to be better with premium publishers vs. ad networks and exchanges, and time-in-view is more important in driving brand impact than the percent of ad in view.

Prioritize brand impact

Digital is no longer a direct response-only medium. With brand-building advertising, it is important to measure more than short-term responses: Brand impact is key. This means being sure that viewers not only pay attention and spend time with the ads but that they also give credit to the brand.

According to Google, viewers are more likely to skip a YouTube ad if the brand is present within the first five seconds — but ads with branding in the first five seconds are more likely to drive positive brand impact. This is important for advertisers who judge ads based only on view-through rates and completes.

The ideal is to make gripping ads with the branding inherent — well integrated into the ad — so that viewers will be compelled to watch and give credit to the brand.

Measurement should be holistic, with both behaviors and attitudes measured and priority given to metrics that evaluate against the brand objectives.

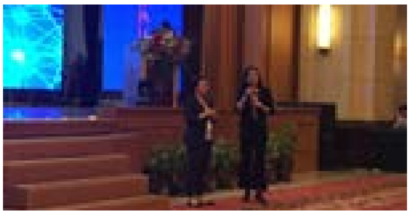
Optimize to context

Different journeys require different tactics. Ads that are effective on TV don’t necessarily perform well online. Ads that work in mobile may be so-so performers on desktop. Mobile ads that are winners on Facebook may lose on Twitter. Digital environments are unique and should be treated as such.

"Well begun is half done"

These words, spoken by Aristotle over 2,000 years ago, are still true today, and particularly so in the digital advertising world. Start your digital journey with a clearly drawn map of the outcomes you wish to achieve and the measures to gauge your progress, and you will be well on your way out of the woods and en route to success.

Data Integration and Application Innovation - Ipsos Attended the 9th Summit of China Market Research Industry by Invitation



The CMRA Data Integration and Application Innovation Conference - the 9th Summit of China Market Research Industry organized by China Marketing Research Association (CMRA) was held at Auwi Hotel in Yubei District, Chongqing. The Summit, the top-level conference of China market research industry, was held outside Beijing for the first time. More than 200 people from over 120 government departments, academies, enterprises and market research companies attended the Summit.

Ms. Huangfu Xia, Deputy General Manager of Ipsos Data Collection China, attended the Summit by invitation and delivered a speech entitled "Revolution and Preparation of Traditional Data Collection Mode in Digital Age". In her speech, Ms. Huangfu shared Ipsos' new technologies and applications in data collection and data analysis with the participants. She noted that in the future we need to explore the integration of data resources, both online and offline, big and small, so as to establish diversified market research and consumer communication platforms and channels; we need to change the traditional data collection modes, build and use automated survey platforms for data collection, keep the quality of forward-looking insight of the market research industry, extend the range of services, so as to provide enterprises with better insight services and reflect the value of the industry.

The Summit is an upgrade of the previous 8 times of Summit of China Market Research Industry. It focuses more on the field of data collection of the nongovernmental statistical survey industry, promotes the combination of nongovernmental statistical survey and government statistics and big data, repositions the market research industry in the current age of information, digital and data, and promotes the development of the industry in the aspects of data integration and application innovation.

Explore the New Digital World - ESOMAR Asia Pacific Conference

On May 18-19, the ESOMAR APAC 2017 was held in Shanghai, aiming to provide business intelligence and inspiration for marketing, advertising and research groups in the Asia-Pacific region so as to better understand consumers and the society. Approximately 300 market research firms and client representatives from 29 countries and regions of the world exchanged views and discussed with each other.

As Chairman of the ESOMAR Summit, Mr. Liu Lifeng, Chairman and CEO of Ipsos China, delivered a welcoming speech. In his speech, Mr. Liu noted that smart phones, I-media, e-commerce and mobile payment bring a huge and far-reaching impact on our lives in the fast-growing digital age. In this age, everyone is an audience and also a speaker and a communicator.

In the fast-growing digital age, manufacturers need to be more aware of their target audience and rely on big data and data mining to help make brand and marketing decisions; retailers need to learn more about their consumers and find more innovative solutions; research companies also need to keep changing, observe data and big data, as well as big decisions plus small decisions to help clients find new business opportunities and best solutions. Mr. Liu noted that in the fast-growing market of China, consumers are changing, so are customer needs, and we should continue to explore and dig in a completely new light.

"Discover China" - Ipsos Attended ESOMAR APAC 2017 by Invitation

On May 18-19, ESOMAR APAC 2017 came to a successful conclusion in Shanghai. The Summit, with the theme of "Discoveries", provided a feast of research insight and case share for marketing, advertising and research companies in the Asia Pacific region.

In the morning of May 18, at the opening ceremony of the Summit, Mr. Shen Hao, President of China Market Research Association (CMRA) noted in his welcoming speech: "At the just-concluded One Belt One Road Summit, China advocates a win-win development pattern to promote common development and prosperity. China's market research industry also calls for integrated innovation and looking for opportunities in the transformation along with the rise of dig data and new technologies." Mr. Zhang Jun, Representative of ESOMAR China, made a speech, analyzed Shanghai's culture of integration from several perspectives, and revealed to the participants that there will be more opportunities in China in the future.

At the Summit, Ms. Chen Xiaoqiong from Ipsos UU introduced, in the case "Video Storytelling in Medical Ethnographic Research", a chronic obstructive pulmonary disease research in cooperation with GSK, that data records were mostly relied on to understand patient situations in the past surveys. Now, by drawing on the film or literature means , we can visually present the patient's daily feelings, habits and psychological activities. This research helps us examine how the place people are in influences these needs, allowing us to target consumer groups more accurately and efficiently. At the same time, Ipsos Australia and Ipsos New Zealand, as the finale of the Summit, shared how to use big data, machine learning and behavioral science to empower enterprises.

In the afternoon of May 19, in his speech delivered at the closing ceremony of the ESOMAR Summit, Mr. Liu Lifeng noted that we help improve the position in the organization through discussions in different aspects, such as big data, behavioral data and customer changes. We discuss new methods and techniques to extract meanings and emotions from texts, and help us hear more voices and understand and insights through design research, art and science. At the same time, we have to consider how to better interact with the respondents, so that our clients can get better experiences.

The market research industry has gone through 70 years. Mr. Liu noted that, the emergence of new technologies each time has brought great impetus and challenge to the market research industry. In the digital age, market researchers need to identify the core needs and issues of clients, and put various technologies together. We are not only providing data, but also helping clients to solve their business problems and providing them with a newer and better insight model.

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