

DRIVING BRAND DESIRE THROUGH FESTIVE CREATIVE IMPACT

KEY LEARNINGS ON EFFECTIVE FESTIVE COMMUNICATION IN MALAYSIA

Ipsos Malaysia
- Creative Excellence & Social Intelligence Analytics

28 April, 2021

GAME CHANGERS



Ipsos Webinar

Driving Brand Desire Through Festive Creative Impact



Join us for this webinar where we will discuss the key shifts and trends in festive campaigns. This session would serve as a good platform to provide key thought-starters to all the brand custodians who are responsible to shape future brand communications and campaigns. It would provide guidelines on what brands need to do to explore the shifts and build new festive narratives.

This would enable brands to stay relevant & impactful in this ever-changing and cluttered media environment and thereby creating the desired brand-impact



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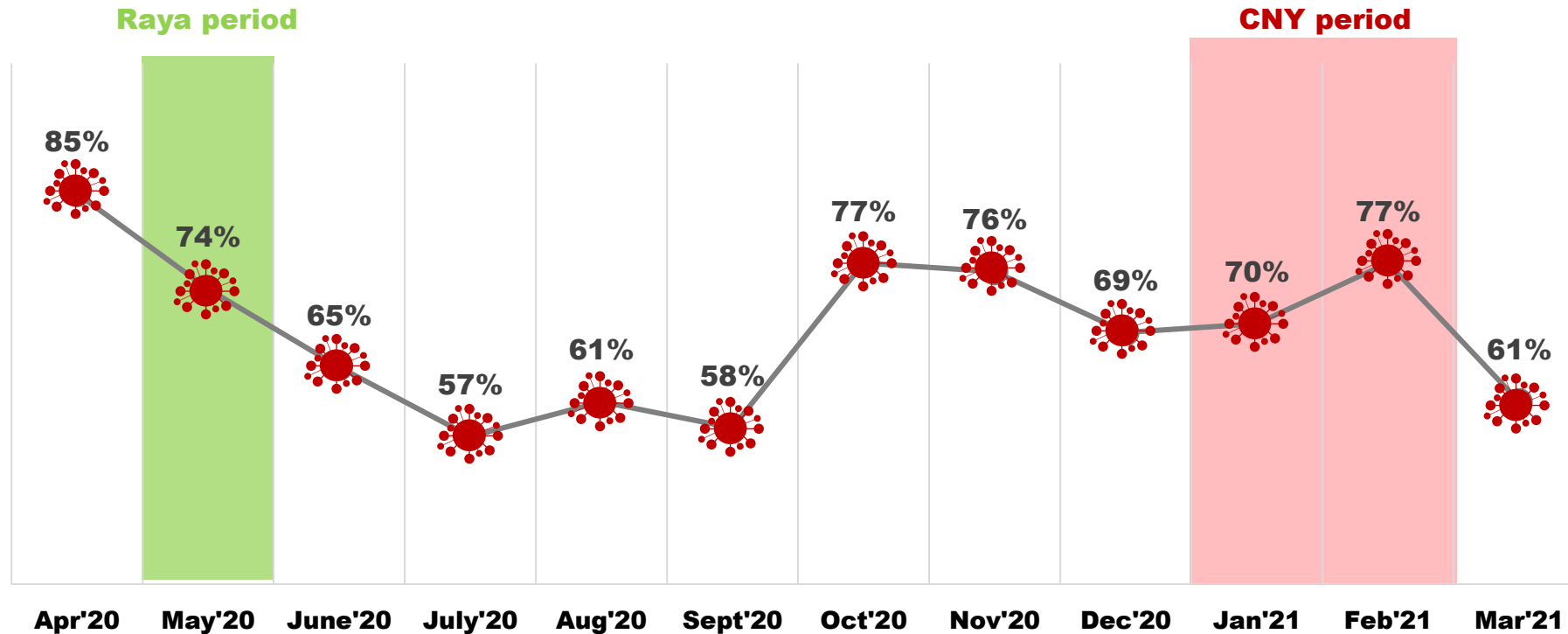
*Research Manager,
Creative Excellence*

CONCERN ABOUT COVID IS STILL HIGH, BUT DECLINING

A majority of Malaysians are still highly concerned about COVID especially during CNY period, but the concern has dropped recently to a level not seen since July-September 2020



% of Malaysians mentioning **Coronavirus / Covid-19** as one of their three biggest concerns

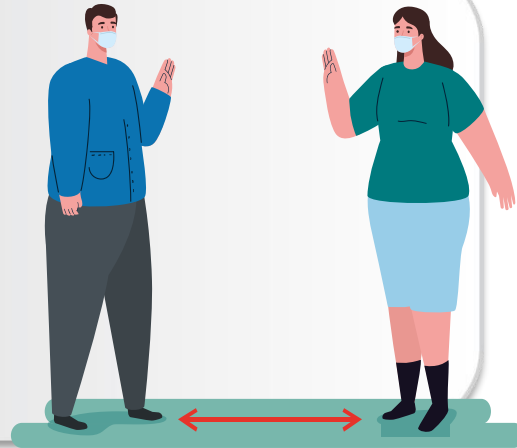


Base: 500 online Malaysians/month, April 2020- March 2021

WE IDENTIFIED 4 BIG SHIFTS THAT WILL IMPACT THE WAY PEOPLE CELEBRATE FESTIVE MOMENTS

RITUALS REVISITED

The rituals, practices and socializing drastically changed during Raya but festivity and faith are still at its heart



DIGITAL UBIQUITY

Physical connectivity is substituted by virtual connectivity.

Recreation & faith embracing technology



BRANDS
NEED TO RIDE
ON THESE
SHIFTS

REVITALISING CREATIVITY & WELL-BEING

Pursuing new passions and interests to achieve a feeling of self-accomplishment and to fight boredom



CHANGING RAMADHAN ECONOMY

Due to social distancing, we witness changes in purchase behavior and also role reversals in the context of shopping



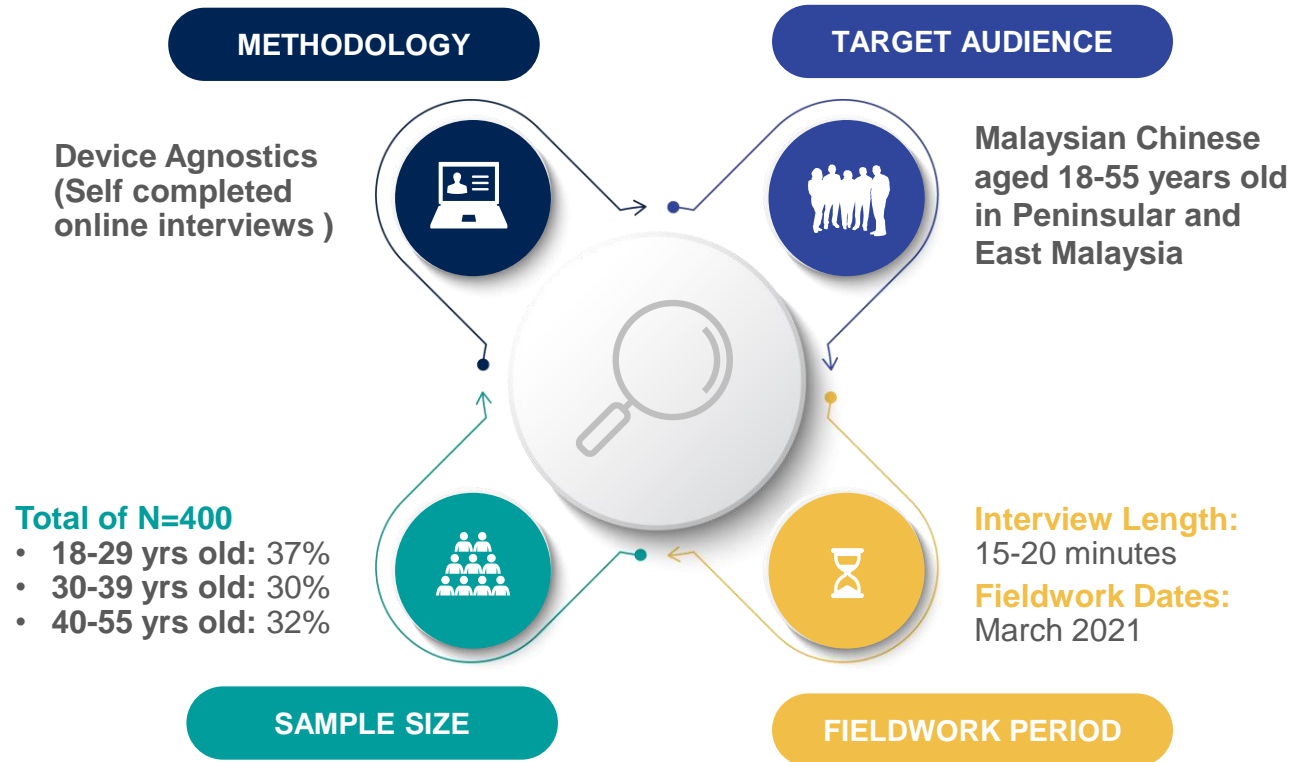
Go to www.menti.com and use the code 5950 6988

How would you define you mood & feelings during festive times

Mentimeter



RESEARCH APPROACH: QUANTITATIVE SURVEY



LIST OF 2021 CNY ADS EVALUATED

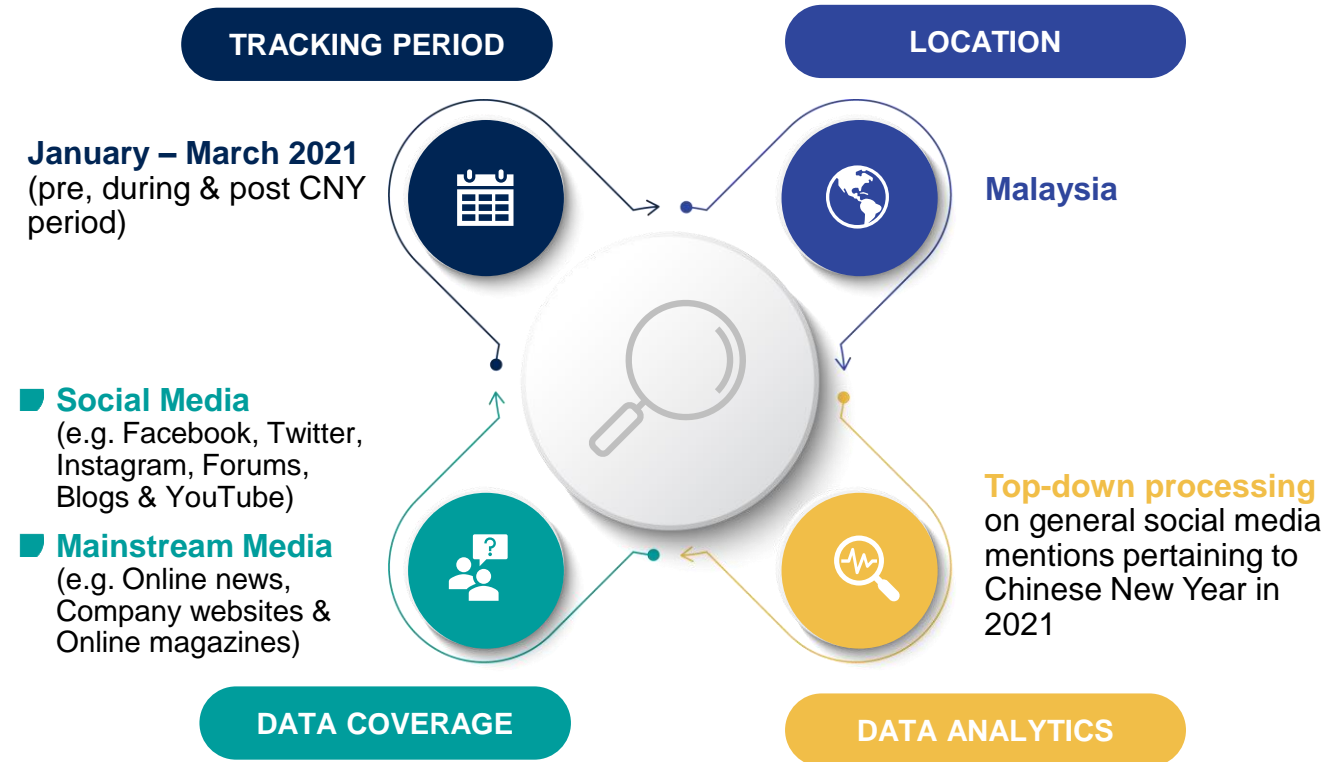
Celcom	- A Story of our Strength
Daikin	- The Extraordinary Family GO
Digi	- From the Heart
Grab	- HUATever you want, Grab STILL got
Maxis	- Little Lion
Nescafe	- Happy New 牛 Year
Panadol	- 2021 Chinese New Year Short Film
PETRONAS	- Yi Qi
Prudential	- Happiness is a place within you
RHB	- Love Carries On
Shopee	- 2.2 Chinese New Year sale
Sunway Group	- Shared Prosperity and Wisdom
Tesco	- ONG Medley 2021
TNB	- Nian-tastic New Start
Vivo	- CNY Huat Cow Cow
Watson	- CNY #HappyBeautifulYear 2021
Yakult	- Miles apart, but close at heart



CNY ads selection based on following criteria:

- Ads with popular views on social media
- Ensure wide coverage of categories/industries

RESEARCH APPROACH: SOCIAL INTELLIGENCE ANALYTICS



2021 CNY ADS SOCIAL MEDIA ANALYTICS



Social Analytics to measure campaign success via key social media metrics (e.g. Interaction, video views, reach)



Text Analytics on reactions to understand engaging moments and area of improvements.

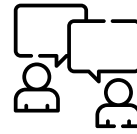
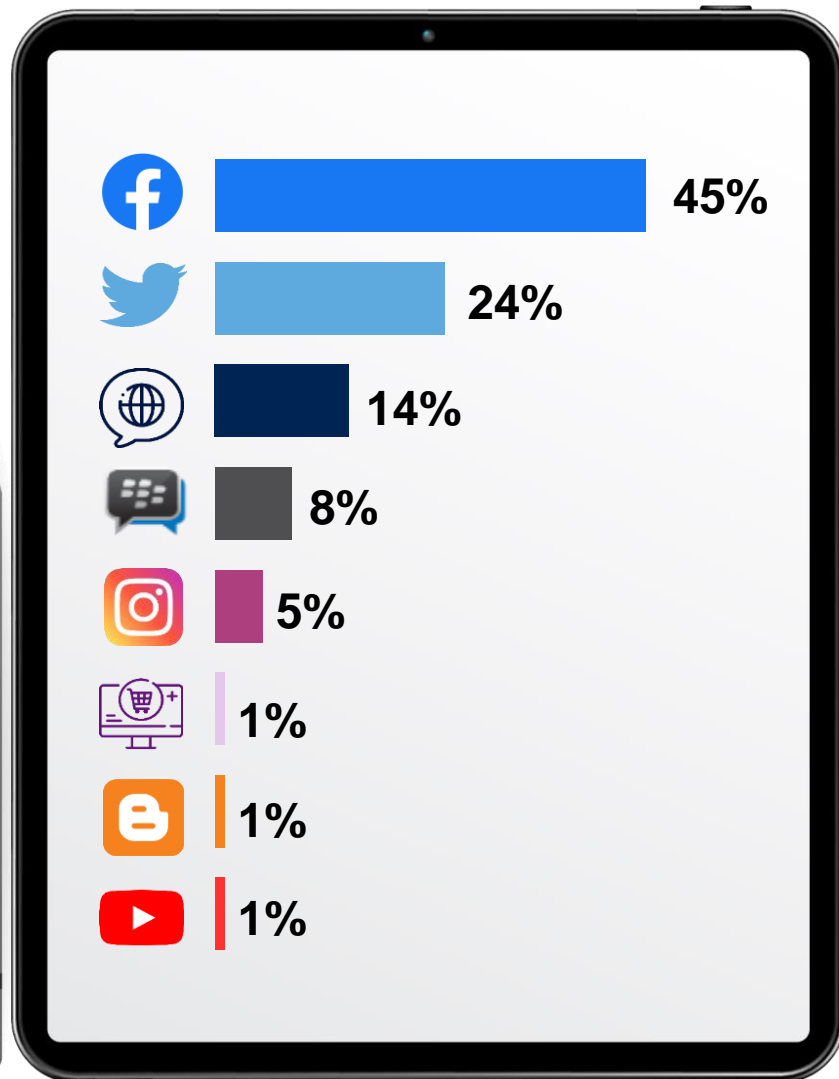
CNY ads evaluated are same as CRE survey's selection



What do online citizens in Malaysia talk about
Chinese New Year on

SOCIAL MEDIA?

CHINESE NEW YEAR 2021 SOCIAL MEDIA OVERVIEW



A total of **181,072 conversations** regarding Chinese New Year 2021 are captured for the period of 11th Jan – 12th Mar (2 weeks before and after CNY).



Facebook owns the largest social media footprint with 45% of conversations captured, followed by Twitter (24%).



Other than CNY greetings, a dynamic social media momentum on activation engagement is captured presumably due to the impact of 'new normal'.



FROM 'WE' TO 'ME'



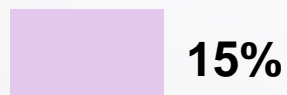
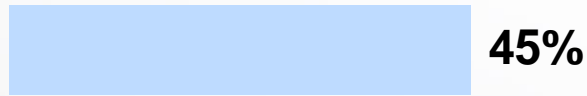
A moderate shift of conversational topics is seen on social in this year CNY.



CNY Shopping (both in-store and online) accounts for the largest social mentions, followed by in-home entertainment.



In contrary, 'Balik Kampung' and Gathering with Friends and Family topics have become secondary presumably due to movement restrictions.



**This year,
we see less culturally
rooted and more
self-indulgence
conversations**

Trending Topics

Mentions

CNY Shopping

31,223



Entertainment

10,543



Celebration & Gathering

8,589



'Balik Kampung'

7,887



Gifting

6,320



e-CNY

4,306



**Base:
68,868**



THE 3 MAIN THEMES WE DISCOVER DURING THIS YEAR'S CHINESE NEW YEAR



CNY SHOPPING

A long-standing tradition well-fostered by promotions

▼

CNY shopping continues to be notable this year credited to active brand promotion and business reopening



ENTERTAINMENT

Home is my Entertainment Sanctuary

▼

An increase of digital media consumption is captured from social, possibly resulted by fear of contracting COVID-19 and limited outdoor activity



CELEBRATION & GATHERING

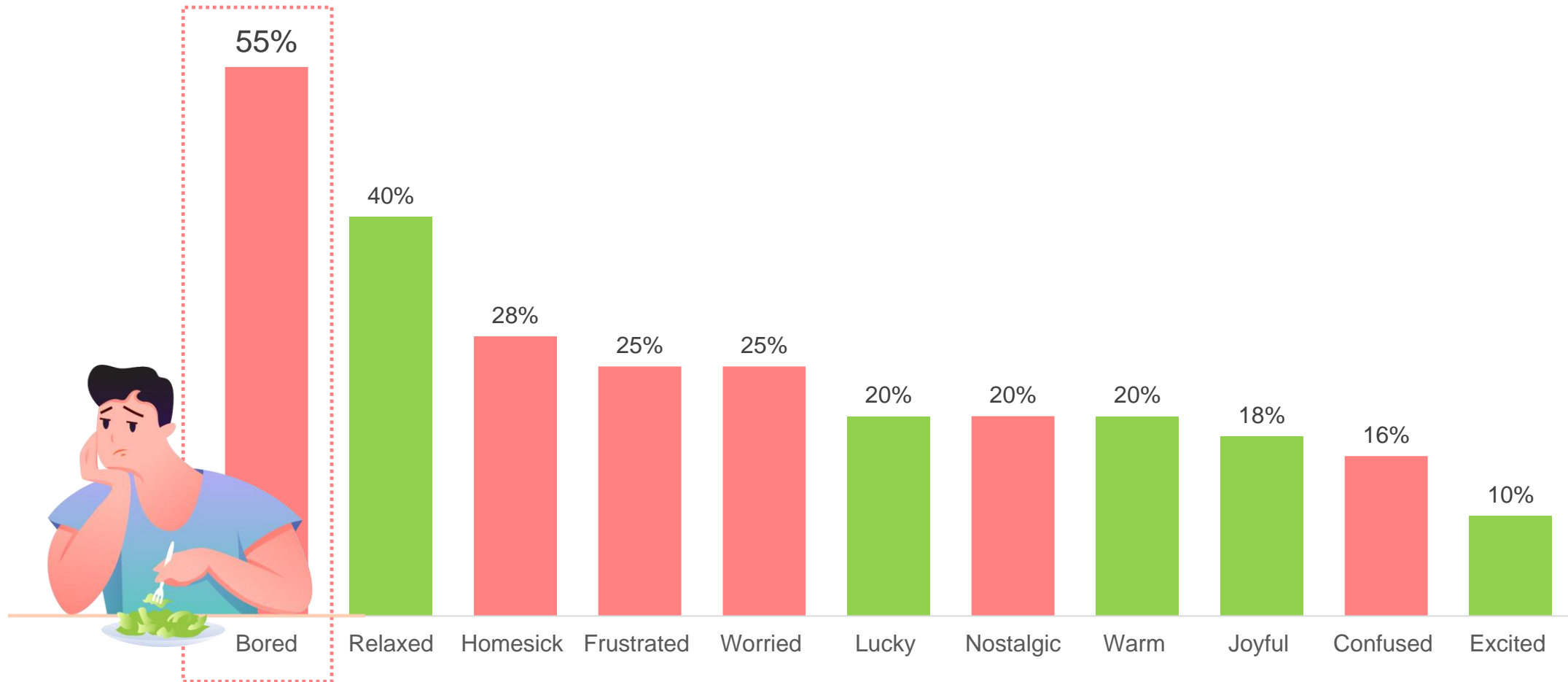
Less uplifting and spirited Chinese New Year

▼

Due to inter-state ban, we observe a change of celebration routine where sentiment shifts from joyful to relaxed

OVERALL SENTIMENTS TOWARDS 2021 CNY

The general sentiment towards the CNY festivity in 2021 was negative as instead of looking forward to the CNY, more than half of the Malaysian Chinese were bored, homesick & frustrated.



Base: 400 Malaysian Chinese aged 18-55

INITIAL THOUGHTS FOR PROMOTIONS

Implications: What Brands Could Do?

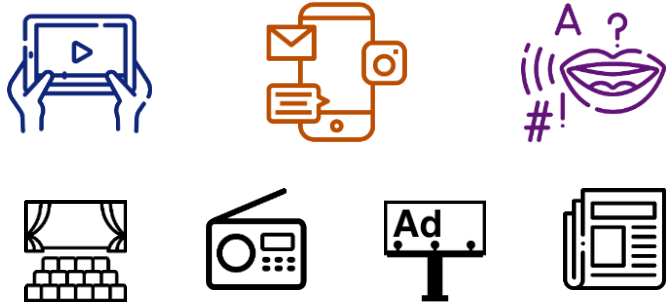


Future promotions should have balanced split across digital and on-ground given both online and in-store remain essential despite pandemic influence.

Integrated activation could be an effective market approach to cross-promote. E.g. Additional discount or voucher to be used at store with e-wallet payment.

INITIAL THOUGHTS FOR MEDIA & CAMPAIGN PLAN

Implications: What Brands Could Do?



Outdoor activity is surely uprising, but gradually given the prolonged movement restriction and entertainment facility ban. Therefore, digital would still be the prioritised touchpoint in short to mid-term media plan.



Clubhouse! 🚩



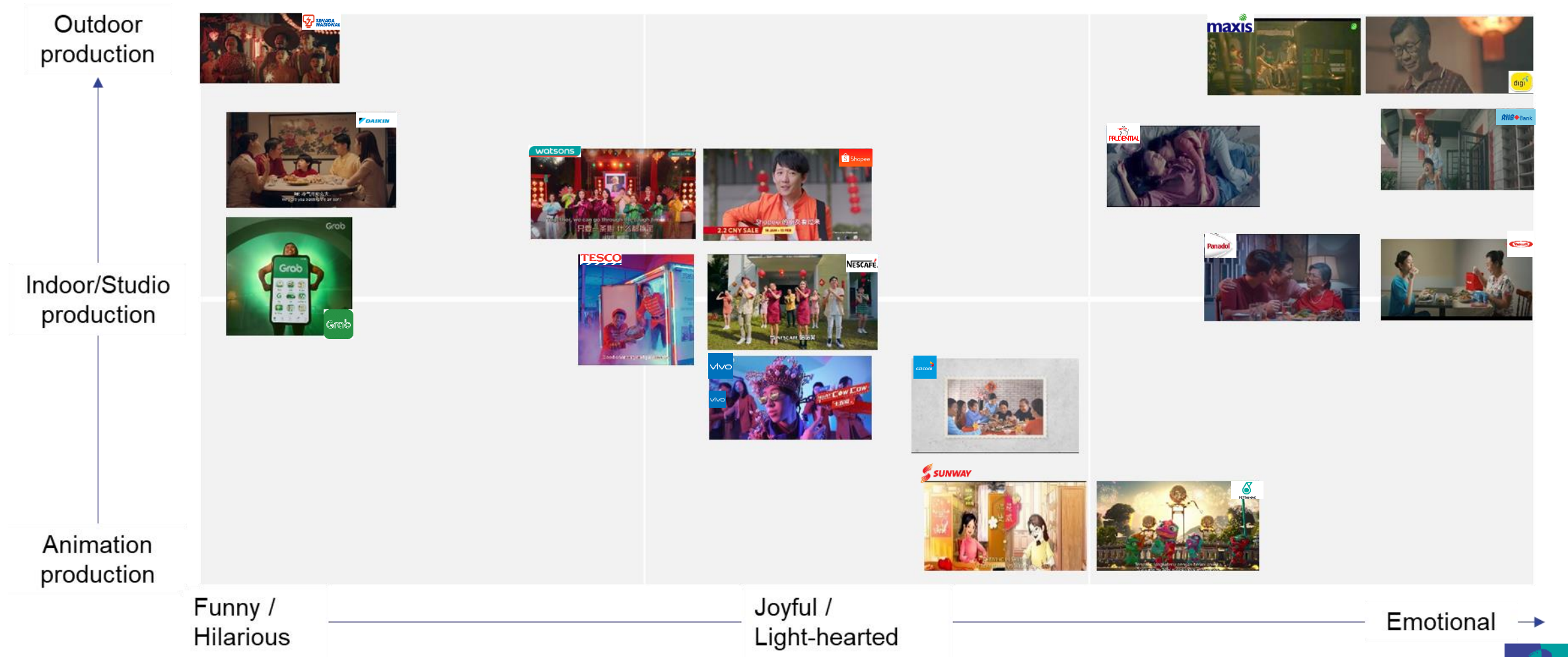
A well-mixture of campaign approaches could bring advantage to outsmart from relentless competition.

Aside from typical social activation such as giveaways, brand could consider to leverage other emerging social media platforms (e.g. Clubhouse); aside from KOL sponsored post, brand could consider to engage KOL with virtual meet-and-greet.



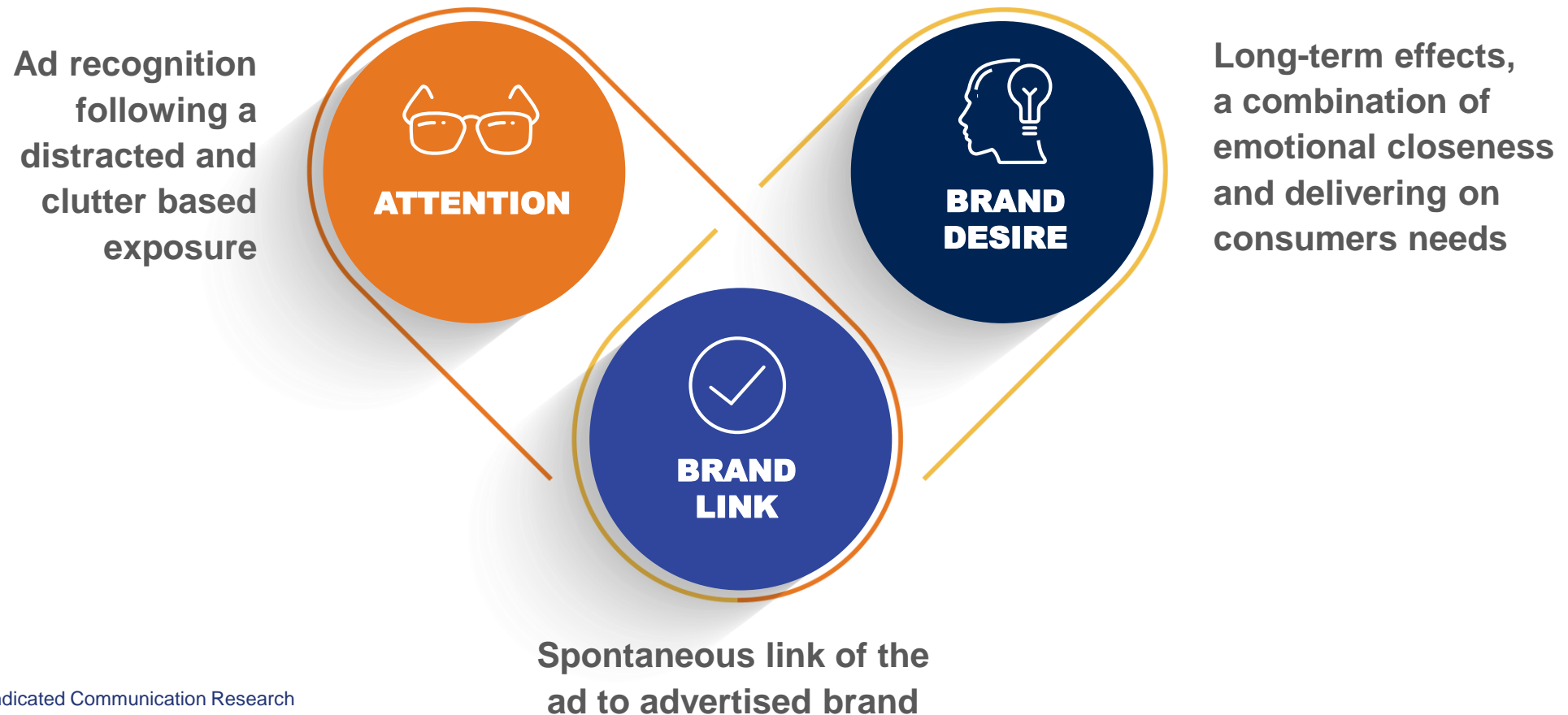
AN OVERVIEW OF 2021 CNY ADVERTISEMENTS IN MY

2021 CNY ads were highly versatile in terms of format & genre – primarily so factoring in public’s sentiment towards the festivity & restrictions around ad production. Overall, a good mix of funny and emotional ads across category. There seems to be an increase in music driven ads this year.



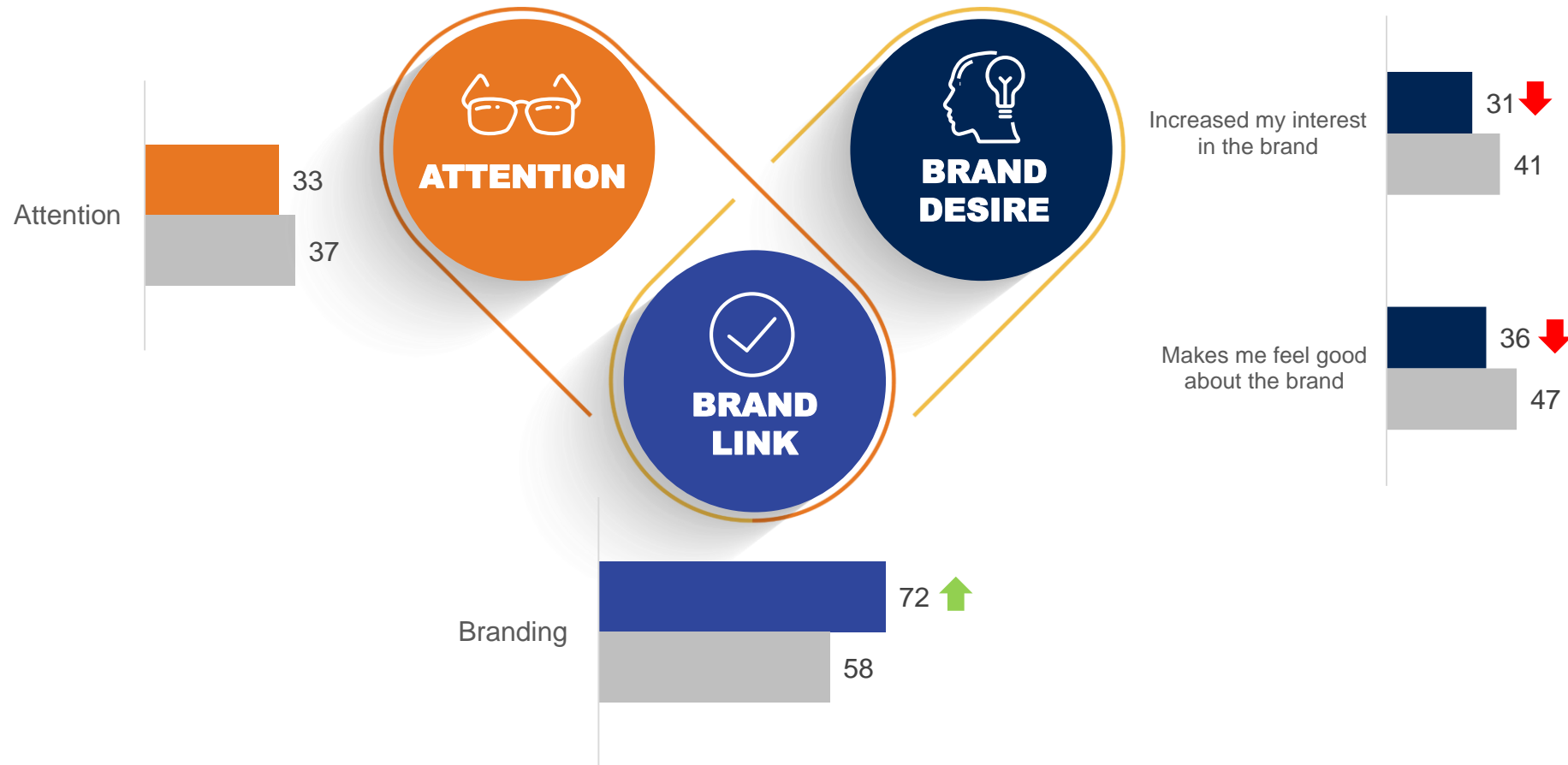
IPSOS'S PHILOSOPHY IN ADVERTISEMENT EFFECTIVENESS EVALUATION FRAMEWORK

EFFECTIVE COMMUNICATIONS MEANT TO CAPTURE
ATTENTION & IMPACT BRAND OUTCOME



A SNAPSHOT OF 2021 CNY ADVERTISEMENTS

Cutting through the clutter seems to be a general challenge for communication during festive season however strong branding noted overall. And the 2021 CNY ads struggle to improve brand desire as festive ads this year do not seem to be as effective as other (non-CNY) ads



In an increased clutter environment during the festive periods, what were the key ad characteristics that helped grab consumers'

ATTENTION

THIS CNY, COMMUNICATION FOCUSING ON 'POSITIVITY' AND 'FAMILY VALUES' CAPTURE HIGHEST SOCIAL MEDIA ATTENTION



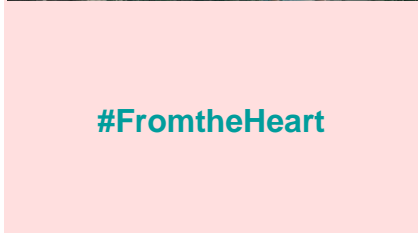
#HappyBeautifulYear



#YiQi



#TogetherWeProgress



#FromtheHeart



Top 10 Brands (by average interactions)

Watsons

PETRONAS

RHB

Digi

TNB

Nescafe

Prudential

Maxis

Daikin

Tesco

Top 10 Brands (by average views)

Watsons

TNB

RHB

Prudential

Tesco

PETRONAS

Panadol

Maxis

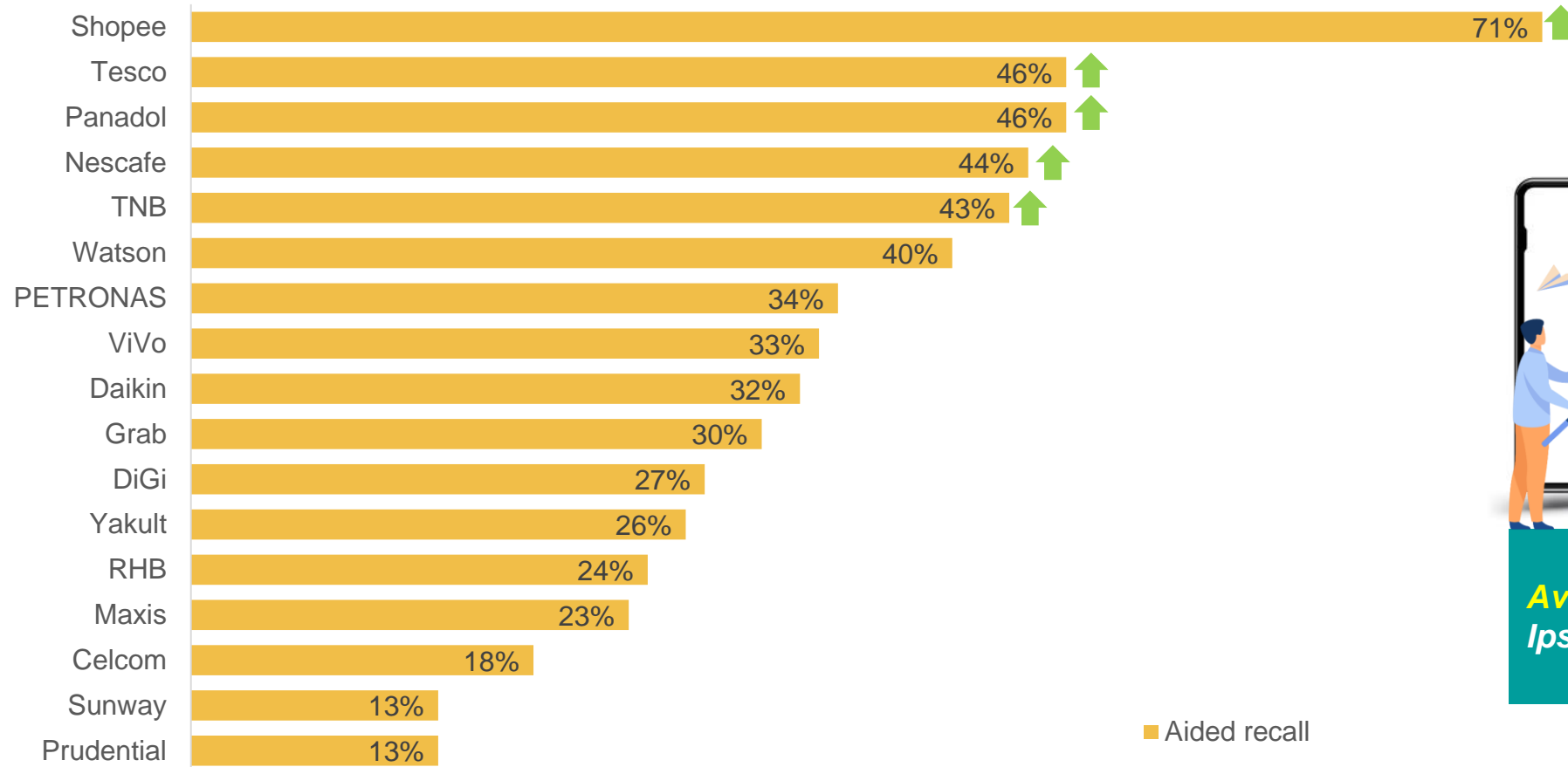
Nescafe

Celcom



SHOPEE LEADS ON OVERALL AD REACH

Shopee 2021 outperformed all other advertisers in terms of reach, followed by Tesco, Panadol, Nescafe & Watson. Regular consumption/ usage of the most of these brands too potentially seems to have led to higher exposure of the high performing ads/brands

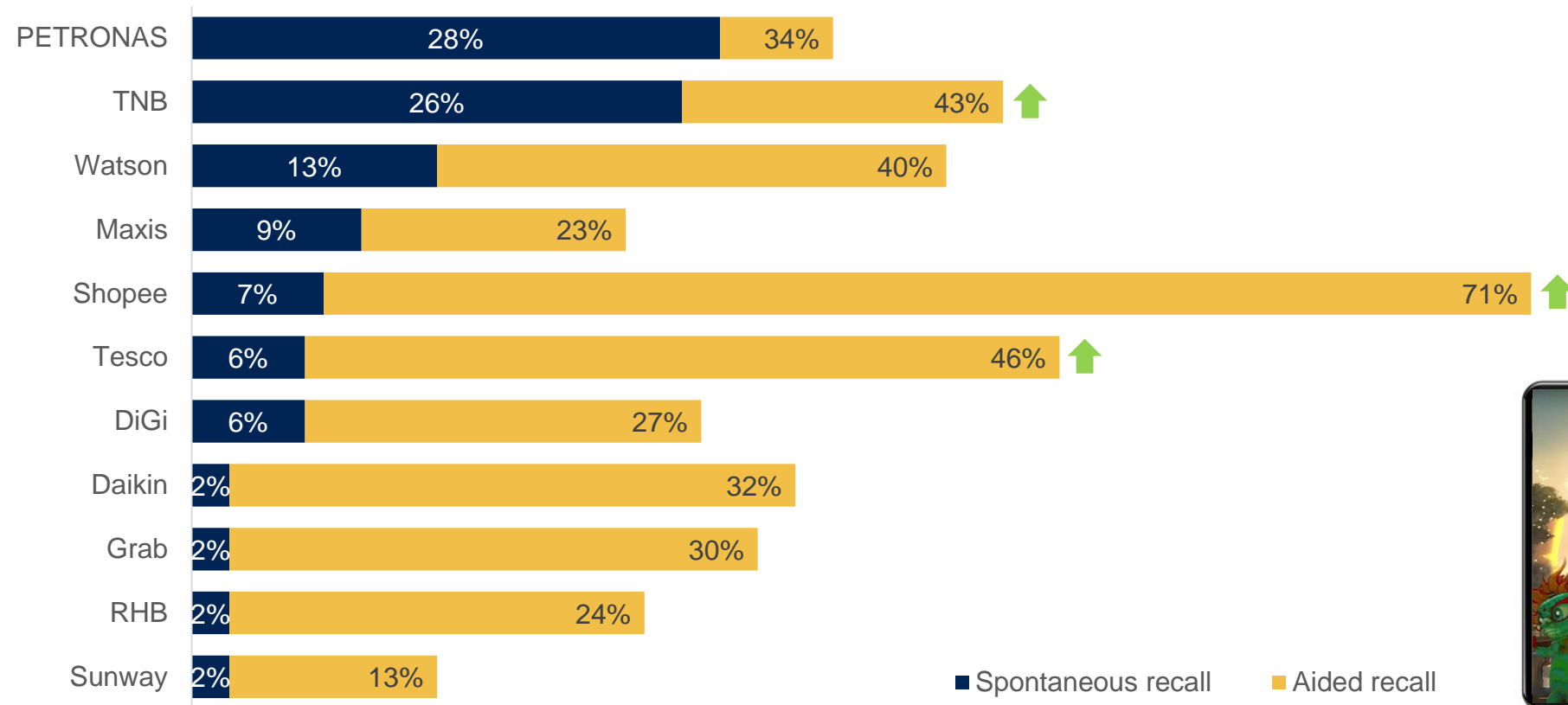


Average aided recall: 33%
Ipsos norms: 37%

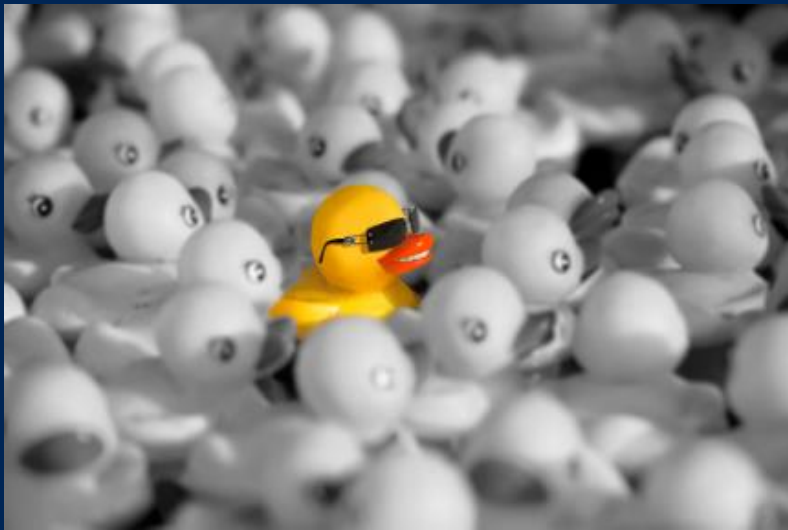


BUT, PETRONAS LEADS ON QUALITY (SPONT AD RECALL)

However, pioneering in festive advertising – PETRONAS continues to lead on spontaneous ad recall while TNB also continues its success of 2019 given its close 2nd place. Both these ads enjoy stronger memorability and stand to gain in future by broadening their reach



The POWER of STANDING OUT



Nothing grabs attention like those that stand out from the crowd...

CUTTING-THROUGH THE CLUTTER WILL BE THE FIRST STEP TO SUCCESS, IT IS THEREFORE IMPORTANT TO REFINE YOUR APPROACH FOR THE BEST CHANCE OF SUCCESS

HUMOR



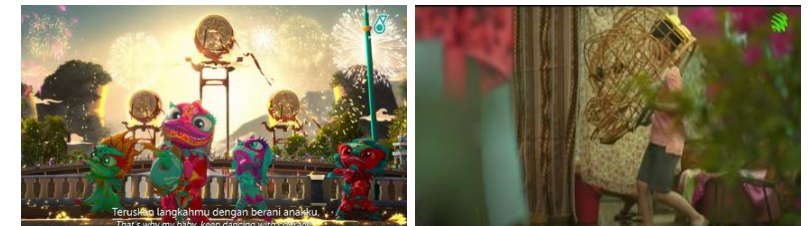
Out of top 10 most recalled CNY ads, 6 of them wisely incorporated 'humorous' element to grab attention & drive enjoyment at this festive with unique celebration due to lock down.

MUSIC & JINGLES



When it comes to grabbing attention and reinforcing memorability, music & jingles have always been a strong option.

DIFFERENT APPROACHES



Standing out can also be achieved by other means such as the use of animations and even the usage of cute characters (such as mascots & young children).

The POWER of SIMPLICITY



A simpler story is easy on viewers, a complicated story makes it hard for viewers...

MOST CONSUMERS ARE NOT IN A STATE OF HIGH ATTENTION WHEN WATCHING ADS, ADS THAT KEEP IT SIMPLE ARE MORE LIKELY TO STICK IN THEIR MINDS



FROM THE HEART



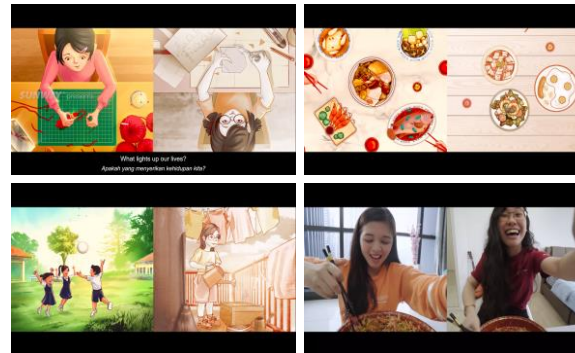
Simple story focused on main character which drives understanding & engagement.

Ads that tend to have more scenes & varied themes i.e. vignette ads, may struggle to cut through as they put more cognitive load on the viewer to be able to piece together the story or message.

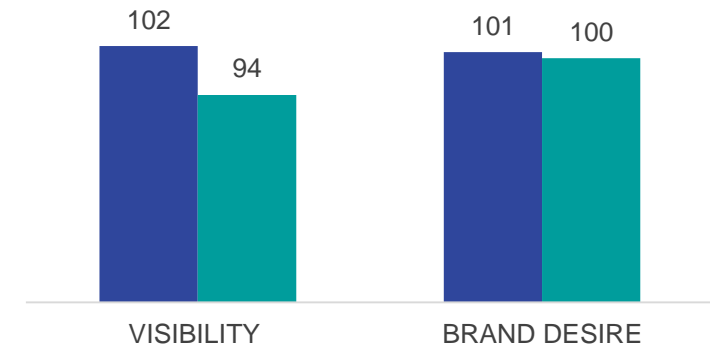
SUNWAY®

SHARED PROSPERITY & WISDOM

Multiple scenes that is amplified further by split-screens makes it hard for consumers to follow.



■ Non Vignettes (n=1642)
■ Vignettes (n=432)

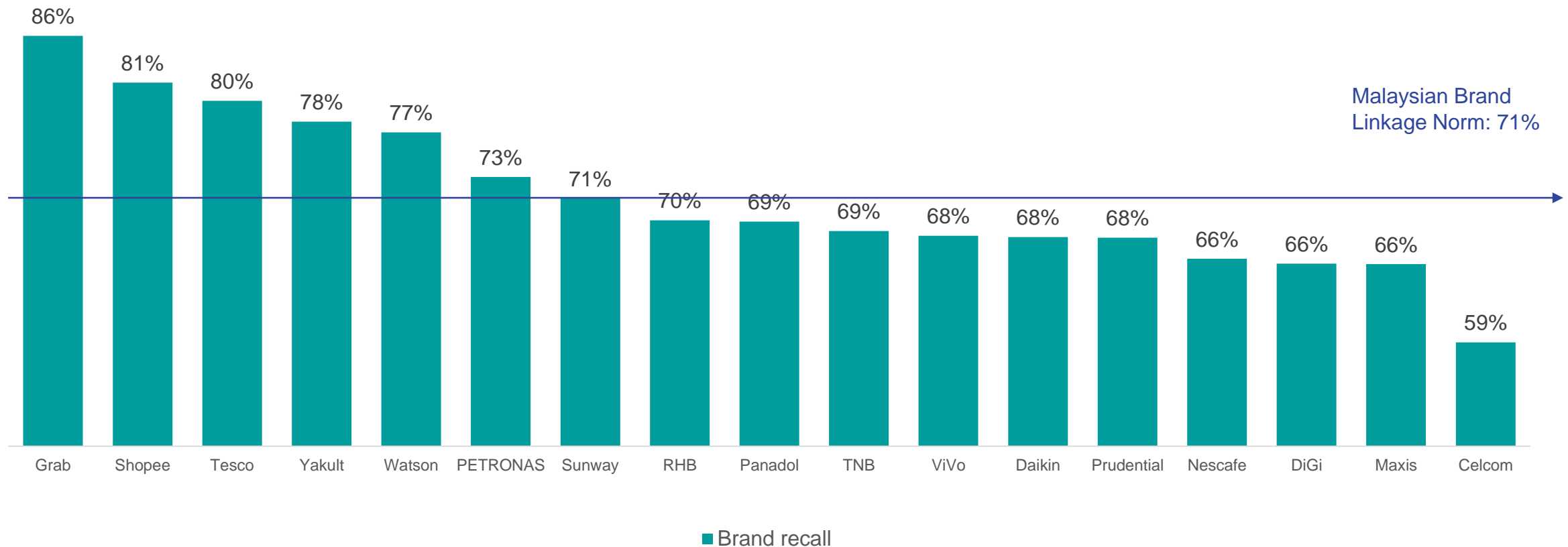


**What could have been done for consumers to
correctly associate the ad with the**

BRAND

STRONG RECOGNITION DOES NOT ASSURE BRANDING

Branding works well for most of the CNY ads this year. Interestingly, efforts that are usually effective in driving attention might not work for branded attention. We see strong branding from Grab, Shopee & Tesco; TNB, on the other hand, is one of the lowest and struggles on branded recall.



Base: 400 Malaysian Chinese aged 18-55

The POWER of YOU

USING DISTINCTIVE BRAND ASSETS: AN ESTABLISHED CREATIVE STYLE WORKS BETTER THAN JUST LOGOS TO RETAIN A BRANDED IMPRESSION



HUATEVER YOU WANT,
GRAB STILL GOT

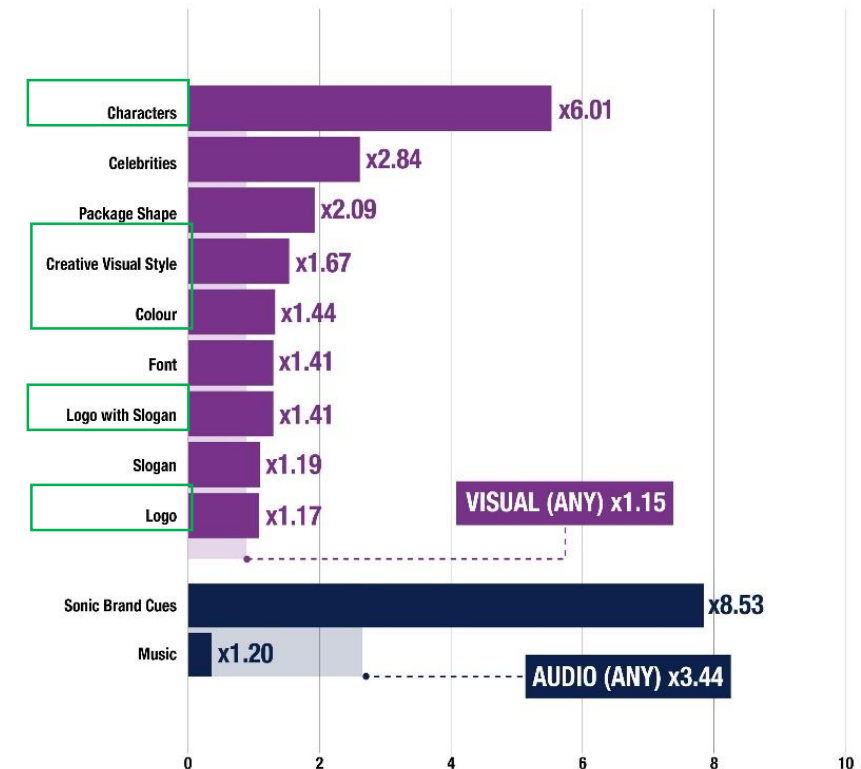
No.1 CNY ad 's brand linkage thanks to broadly used of brand assets & continuation of brand assets presence



It is a continuation of previous CNY ads by grab, creative visuals

A strong feeling of Grab advertisement

Average likelihood of an ad featuring different brand asset types being high vs. low performing on branded attention



Distinctive assets are a driving force of creative effectiveness...

How to unleash your full potential in The Power of You paper...

Eventually did the festive ad improve

BRAND DESIRE?

ANY POSITIVE IMPACT TO THE BRANDS?

Emotional ads generally leave stronger impact as compared to light-hearted ad. Integral brand role is also key in driving believability & brand impact



**BRAND
DESIRE**

Long-term effects,
a combination of emotional
closeness and delivering on
consumers needs

**Strong relevance to
resonate with consumers**

**Emotional bonding
build brand closeness**

**Meaningful brand
role to drive believability**



Base: 400 Malaysian Chinese aged 18-55

38 – © Ipsos | Ipsos Syndicated Communication Research reported in indices, <90 = below average, 90-110 = average, >110 = above average

The POWER of a BRAND'S ROLE



How to know if the brand has a meaningful role: If we take the brand out of the story, would the story still flow? If it does, then the creative is not rooted in the brand

MAKE SURE YOUR BRAND HAS A MEANINGFUL ROLE IN THE STORY ADVERTISING THAT WORKS FOR BRANDS NEEDS TO CREDIT IT WITH A ROLE



2.2 CHINESE NEW YEAR SALE



Shopee online shopping platform is the core to the story

(especially when CNY shopping at physical stores were restricted due to lock down)

I was so excited to see this ad, I could shop for my CNY stuff on Shopee, furthermore with discounts...

Chinese New Year feel... purchase using Shopee



A Story of our Strength



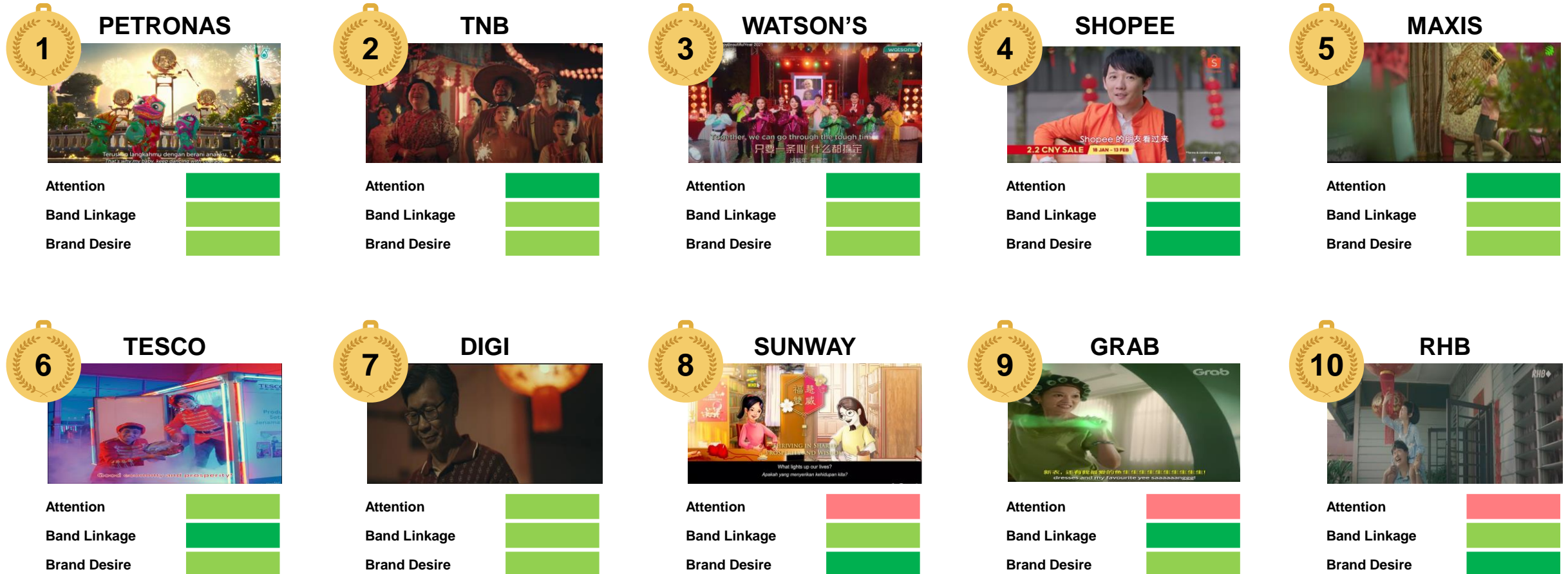
What is the role of Celcom in this story?

(In this lengthy vignette CNY ad)

Key message takeouts revolved around general CNY themes – reunion dinner without any mention of the brand

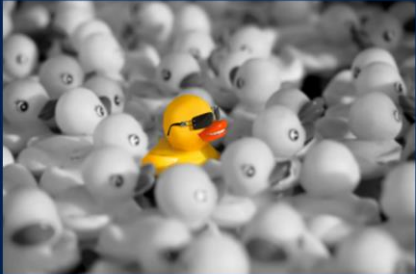
TOP 10 EFFECTIVE CNY ADS IN 2021

Each individual CNY ad performed at different measures but on overall, PETRONAS, TNB & Watson are the top 3 CNY ads in 2021 predominantly driven by their strong brand attention.

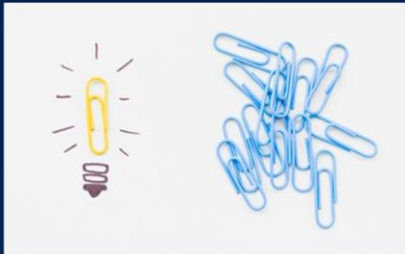


KEY TAKEAWAY: DRIVER OF EFFECTIVE CREATIVITY DURING FESTIVITIES

The POWER of
**STANDING
OUT**



The POWER of
SIMPLICITY



The POWER of
YOU



The POWER of a
**BRAND'S
ROLE**



The POWER of a
**EARLY
STAGE
RESEARCH**



THANK

YOU

GAME CHANGERS



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