

SPHmagazines

WHEN THE GOING GETS
TOUGH

THE TOUGH GO
SHOPPING!



**LET'S START WITH PAINTING ON
MY SET OF PREMISES**



- 0.10	- 0.46%	25,100
+2.20	+0.20%	826,272
-0.00	-0.88%	1,286,300
+0.20	+1.43%	346,300
-0.10	-0.46%	25,100
+2.20	+0.20%	826,272
-0.00	-0.88%	1,286,300
+0.20	+1.43%	346,300

CHALLENGING TIMES



DIGITAL IS
NEVER
THE PANACEA FOR
DECLINING
BOTTOMLINES!



ONE GREAT SOLUTION

DOES

NOT

SOLVE EVERYTHING



ORGANIC IS LETHARGIC





AUDIENCES



IDEAS

**WHAT
BRAND
OWNERS
WANT?**

AIR



RESPONSE



**NEVER UNDERESTIMATE THE
POWER OF A FERTILE MIND**



**WHEN THE GOING GETS
TOUGH**

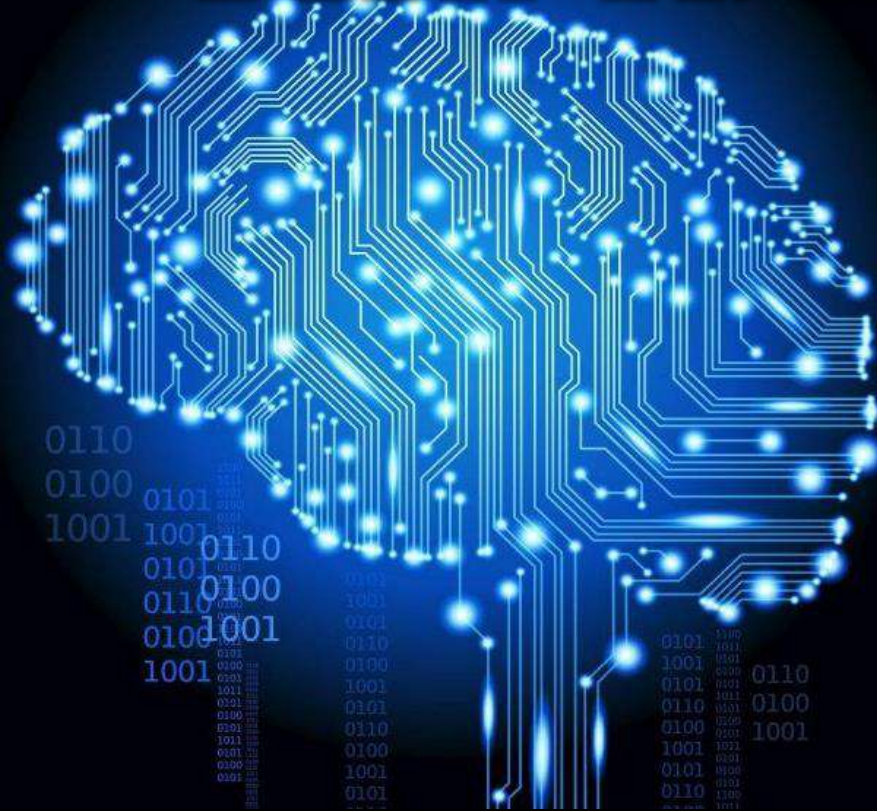
A high-angle, wide shot of a modern, multi-level shopping mall. The mall features several floors with glass railings, and people are seen walking on different levels. The ground floor is a large, open space with many people, some pushing shopping carts. There are palm trees and other greenery in the center of the mall. The lighting is bright and modern. The text "THE TOUGH GO SHOPPING!" is overlaid in the center of the image.

THE TOUGH GO
SHOPPING!



FOR IDEAS!

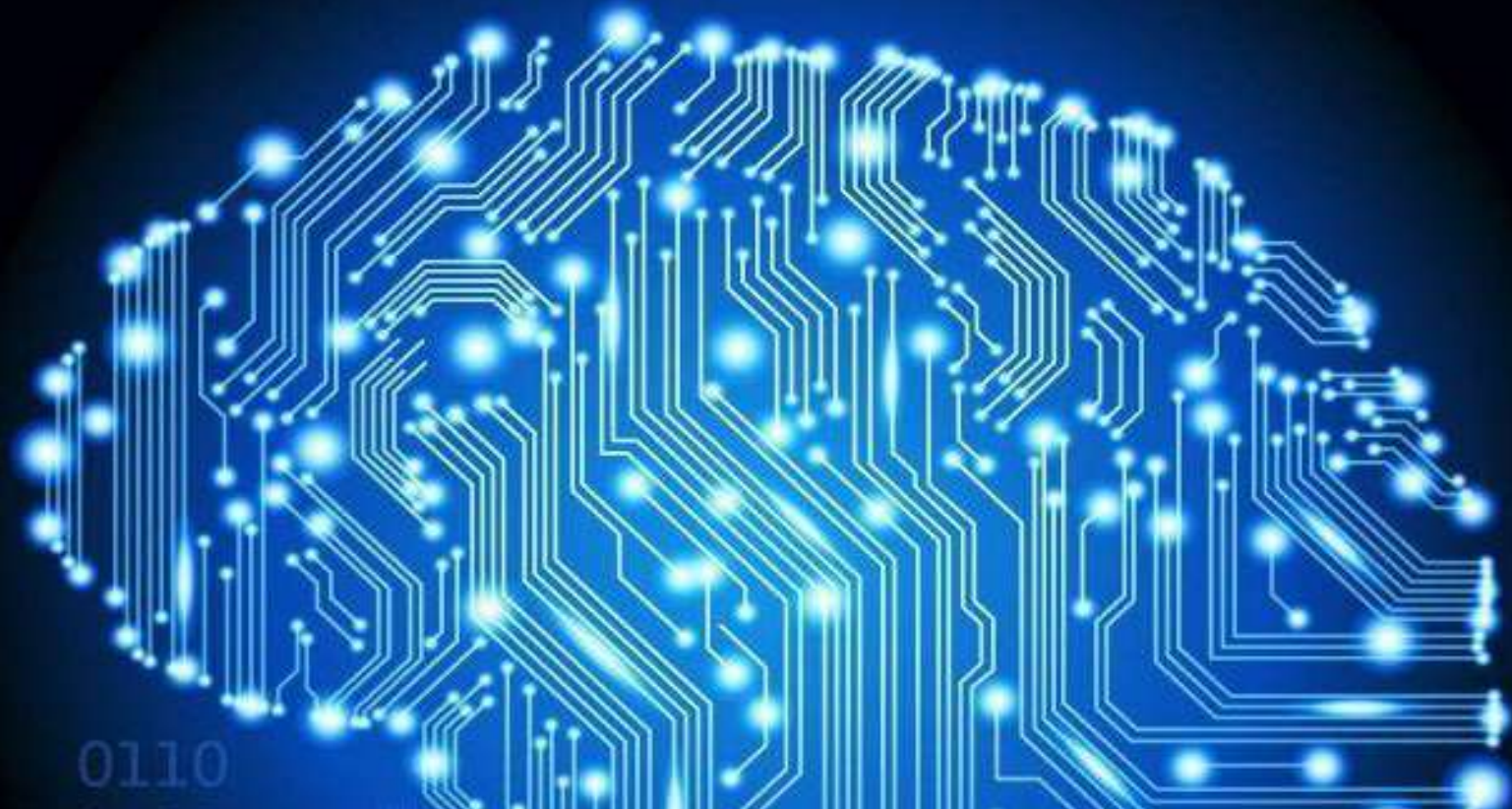
THE IDEA PRIMERS



**THINKING ANALOG
ACTING DIGITAL**



**THINKING ANALOG
ACTING EXPERIENTIAL**



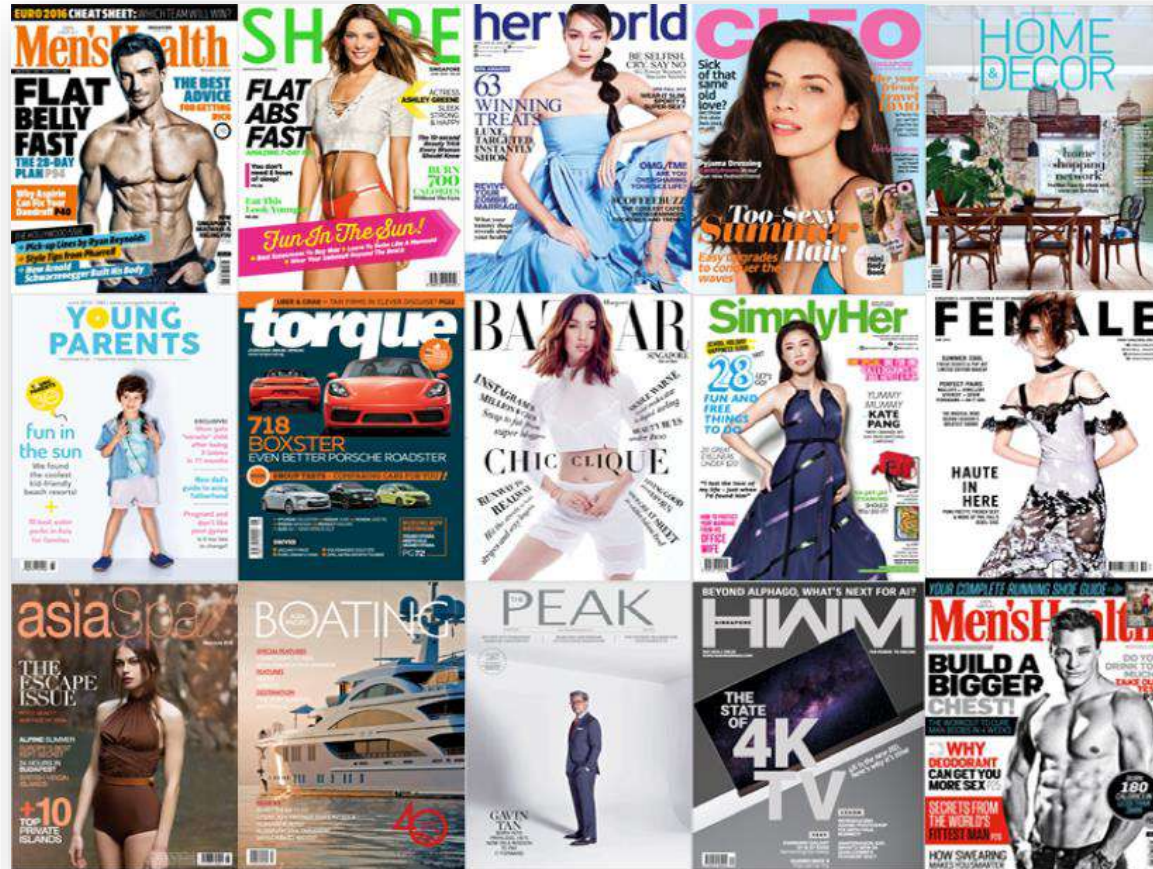
**THINKING ANALOG
ACTING DIGITAL**

CASE IN POINT: THE MORE THE MERRIER

SITUATION

ADVERTISERS WANT AUDIENCES. HOW CAN WE GIVE THEM WHAT THEY WANT? HOW CAN WE SCALE UP?

CASE IN POINT: THE MORE THE MERRIER



THINKING ANALOG

WE HAVE 100 MAGAZINES. HOW CAN WE HAVE MORE?

CASE IN POINT: THE MORE THE MERRIER

ACTING DIGITAL



MY NEWSSTAND

BUILDING UP OUR OWN AUDIENCE NETWORK

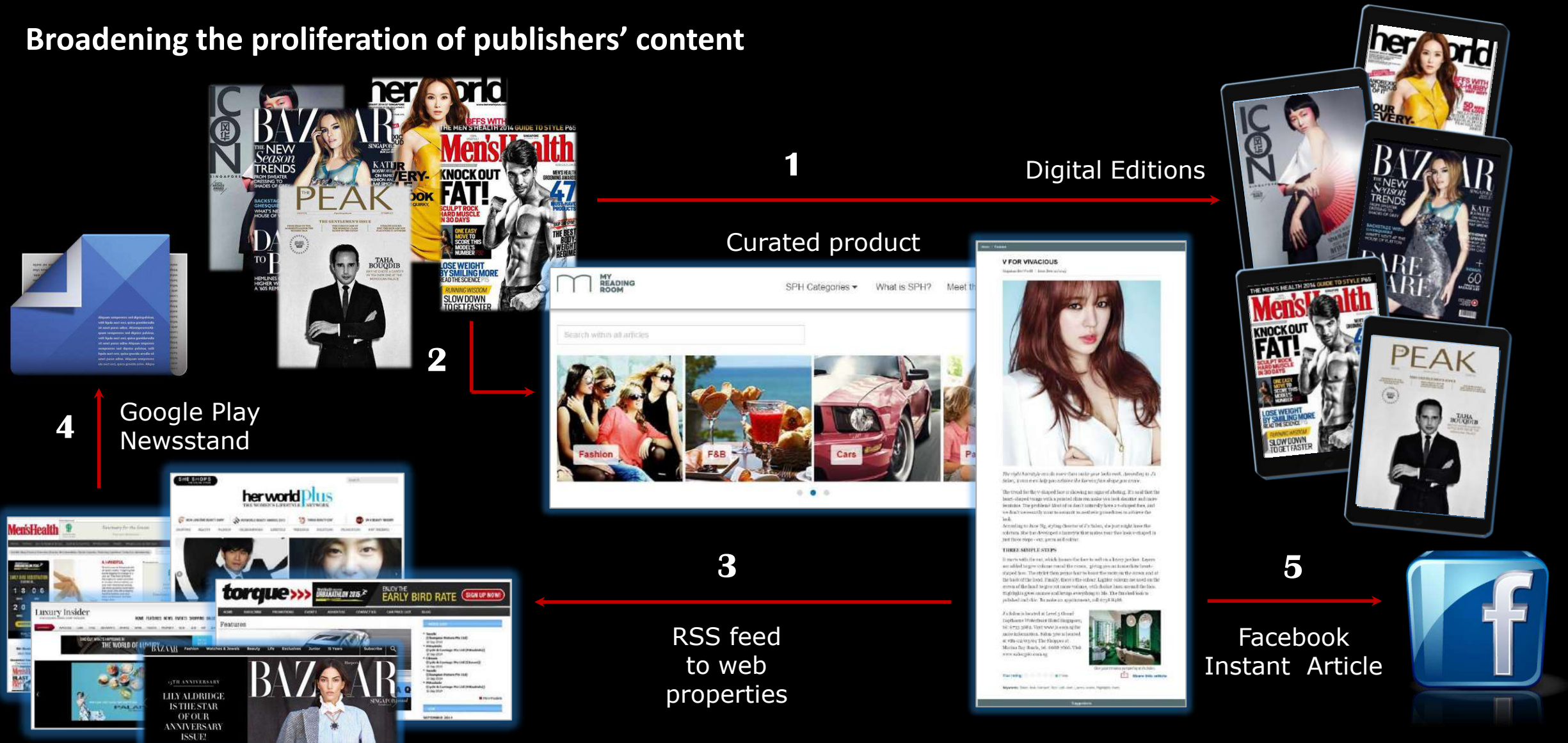
COLLABORATING WITH E-MAGAZINE NEWSSTANDS, PUBLISHER NETWORKS, MEDIA GROUPS



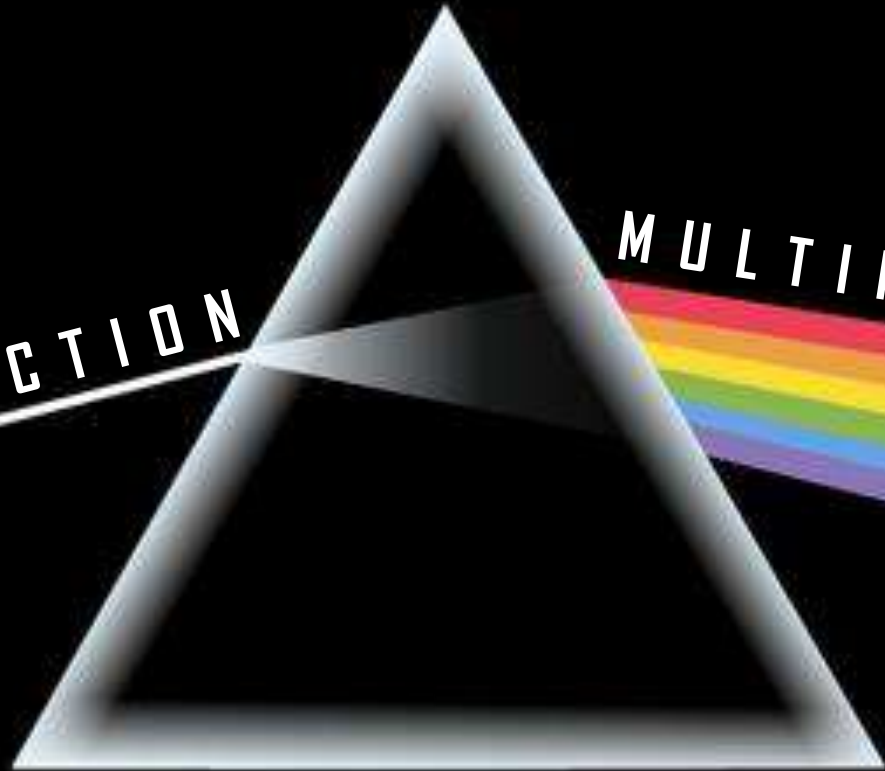
Multi-Platform Approach

Broadening the proliferation of publishers' content

- Approach allows lifespan of content to be extended
 - ability to monetise via 5 different options using content that had already been developed



SINGLE PRODUCTION



MULTIPLE DEPLOYMENT

- PRINT
- WEBSITE
- TABLET
- EDM
- SOCIAL
- BRAND OWNER'S PROPERTIES



LIQUID CONTENT

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



SITUATION

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

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



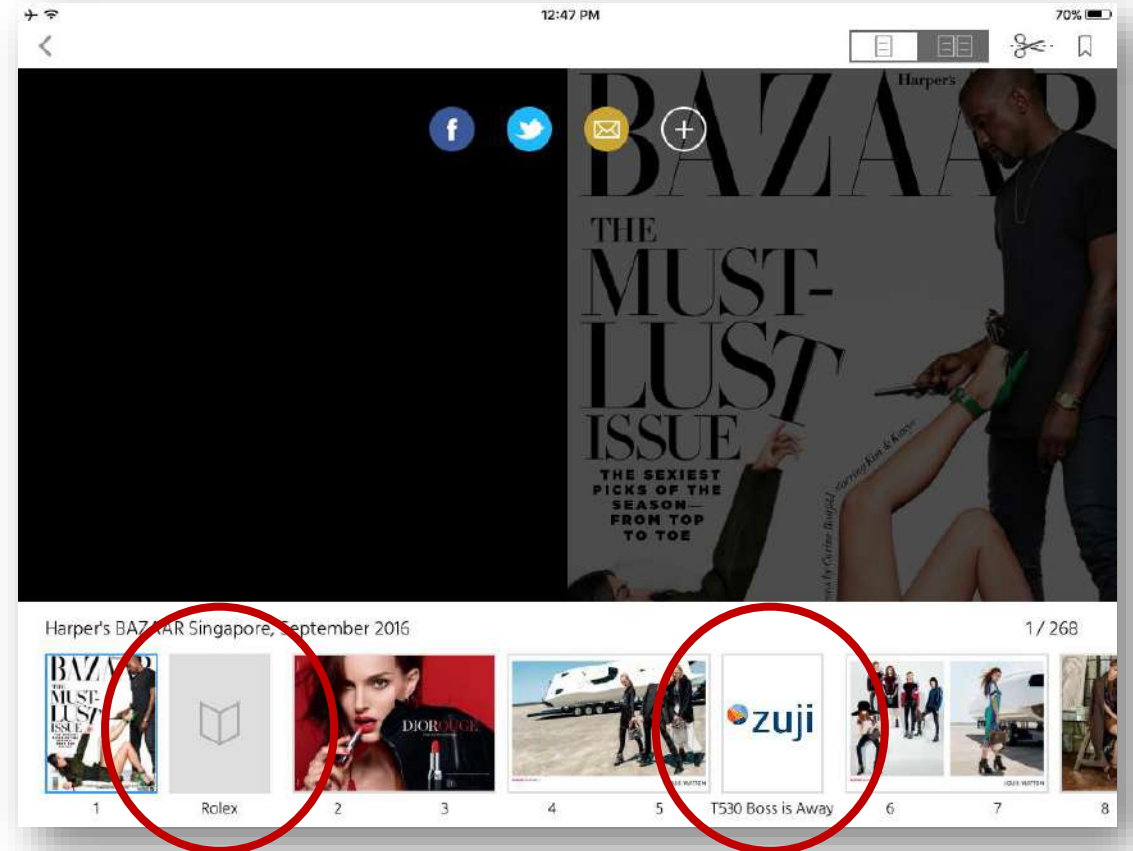
THINKING ANALOG

HOW CAN WE GENERATE NEW REVENUES BY MAKING OUR PDF EDITIONS COME ALIVE?

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

ACTING DIGITAL

UPSELL ENHANCEMENTS & INTERSTITIALS



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

**DISCOVER THE POWER
OF ADVERTISING IN
DIGITAL MAGAZINES**



DEMO

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

A photograph of the Shangri-La Hotel Singapore, a tall, modern skyscraper with a distinctive architectural design featuring a series of rounded, arched balconies. The building is set against a clear blue sky. The name 'Shangri-La' is visible in gold lettering on the left side of the building. The image is partially obscured by a semi-transparent white banner at the bottom.

SITUATION

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

CASE IN POINT: SHANGRI-LA HOTEL SINGAPORE

THINKING ANALOG

ENHANCE LEVEL OF CUSTOMER EXPERIENCE

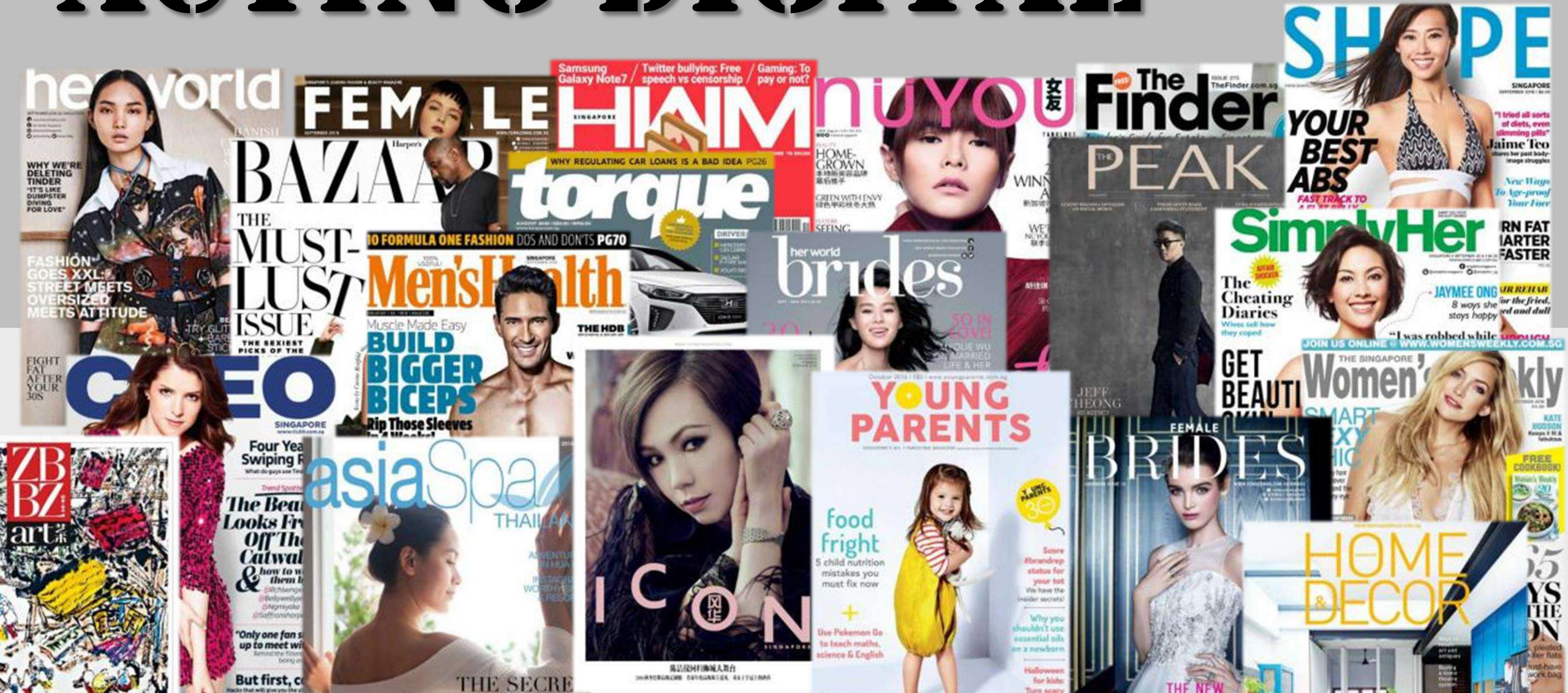


MY NEWSSTAND



OFFER ENJOYABLE PREMIUM LIFESTYLE CONTENT


ACTING DIGITAL




CASE IN POINT: SHANGRI-LA HOTEL SINGAPORE

ACTING DIGITAL

ENHANCE LEVEL OF CUSTOMER EXPERIENCE



**COMPLIMENTARY MAGAZINES
BROUGHT TO YOU BY**



Shangri-La hotel
SINGAPORE

in collaboration with **SPHmagazines**

READ NOW ►



SHANGRI-LA
HOTELS & RESORTS

Chinese Cuisine

Shangri-La Singapore
22, Upper Cross Street, Singapore
Tel: 65 6733 3333
Phone: 65 6733 3333

Waterfall Restaurant
Singapore
Tel: 65 6733 3333
Phone: 65 6733 3333

Buffet Cuisine

Waterfall Restaurant Singapore
Tel: 65 6733 3333
Phone: 65 6733 3333

Japanese Cuisine

SHPE
Shangri-La Singapore
22, Upper Cross Street, Singapore
Tel: 65 6733 3333
Phone: 65 6733 3333

International Cuisine

The Lobby
Shangri-La Singapore
22, Upper Cross Street, Singapore
Tel: 65 6733 3333
Phone: 65 6733 3333



SHANGRI-LA
HOTELS & RESORTS

Delectable dining
for discerning palates

Find a restaurant ►

Cuisine type ▼

READ 100 MAGAZINES FREE IN THE SHANGRI-LA HOTEL WIFI ZONE
SERVE UP SHANGRI-LA HOTEL CONTENT WITHIN READING EXPERIENCE

CASE IN POINT: NO CONTRIBUTION FROM B TO B BRANDS

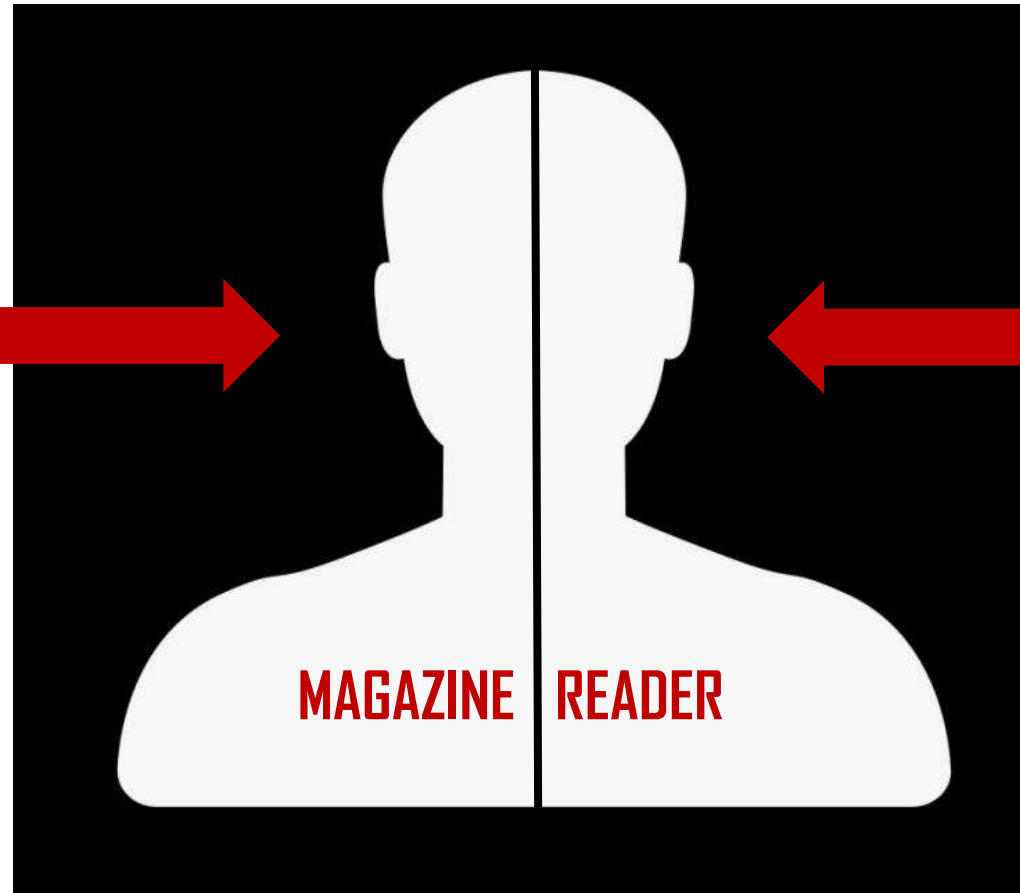


SITUATION

**ALL OUR REVENUES CAME FROM B TO C BRANDS.
WHAT WILL IT TAKE TO HARNESS REVENUES FROM B TO B BRANDS?**

CASE IN POINT: NO CONTRIBUTION FROM B TO B BRANDS

**ULTRA HIGH
NETWORTH
INDIVIDUAL**



**KEY CORPORATE
DECISION-MAKER**

'THINKING ANALOG

**TAP ON THE DUAL PERSONAS OF OUR READERS
LEVERAGE ON OUR ROBUST DATAPPOINTS**

CASE IN POINT: NO CONTRIBUTION FROM B TO B BRANDS

ACTING DIGITAL

BESPOKE CONTENT SPECIALS IN OUR LUXURY LIFESTYLE TITLE WITH 360 AMPLIFICATION



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



SITUATION

ADVERTISERS ARE SPENDING MORE & MORE ON INFLUENCERS TO PROMOTE THEIR PRODUCTS & BRANDS
HOW CAN PUBLISHERS LEVERAGE ON THIS?

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



THINKING ANALOG

HOW ABOUT WE PARTNER UP WITH A READER/INFLUENCER TO PRODUCE A FASHION CONTENT PIECE?

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



ACTING DIGITAL


ICON SINGAPORE, OUR CHINESE LUXURY LIFESTYLE TITLE, TRAVELLED WITH BILLIONNAIRESS INFLUENCER KIM LIM TO EUROPE FOR AN EXCLUSIVE CONTENT SPREAD



SITUATION

**ADVERTISERS ARE SPENDING MORE & MORE ON INFLUENCERS TO GENERATE CONTENT FOR THEIR BRAND
HOW CAN WE 'CREATIVELY' JUMP ON THE BANDWAGON?**

CASE IN POINT: INFLUENCER NETWORK – LEVERAGING ON THE TREND

A close-up photograph of a person's hand holding a small, spiral-bound notepad. The notepad is white with black spiral binding on the left side. The text "I'm Influencer" is written in black ink on the notepad. The background is blurred, showing a crowd of people in a public setting.

I'm
Influencer

THINKING ANALOG

WHY NOT CREATE OUR OWN INFLUENCER-WITH-A-DIFFERENCE?

CASE IN POINT: INFLUENCER NETWORK – LEVERAGING ON THE TREND



ACT DIGITAL

WE CREATED OUR OWN 'VIRTUAL' INFLUENCER – HER NAME IS MOOMOKO?

CASE IN POINT: INFLUENCER NETWORK – LEVERAGING ON THE TREND



ACTING DIGITAL

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

CASE IN POINT: QUALIFYING ROI



SITUATION

AWARENESS IS GOOD. INTEREST IS BETTER. PURCHASE IS BEST.

CASE IN POINT: QUALIFYING ROI

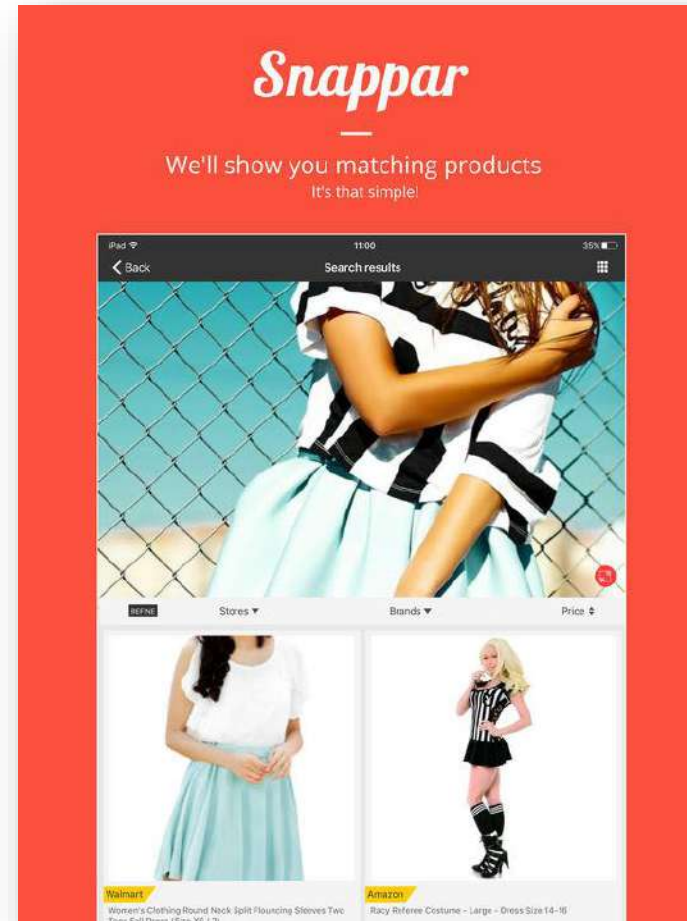


THINKING ANALOG

SO WHO CAN WE PARTNER UP WITH THAT CAN HELP US COMPLETE THE USER JOURNEY?

CASE IN POINT: QUALIFYING ROI

VISUAL SEARCH



ACTING DIGITAL

OPPORTUNITY TO PARTNER UP WITH VISUAL SEARCH ENABLER TO OFFER ROI TOOL TO BRAND OWNERS

CASE IN POINT: QUALIFYING ROI

**VISUAL
SEARCH**

DEMO

CASE IN POINT: AUDIENCE TARGETING



SITUATION

ADVERTISERS ARE LOOKING AT 'SMALL' DATA BUT DEEPER INSIGHTS.
PREFERENCE FOR GRANULAR OVER MASS.

CASE IN POINT: AUDIENCE TARGETING

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

Amplify your marketing efforts today with our data-driven targeting

DOWNLOAD
MEDIA KIT

OUR POPULAR PRE-PACKAGED AUDIENCE SEGMENTS:



Home & Furnishing



Parents with
young children



Health conscious



Beauty lovers



Shopping



Travel seekers



HNWI



Interested in cars

THINKING ANALOG

BESPOKE + PRE-PACKAGED AUDIENCE SEGMENTS

CASE IN POINT: AUDIENCE TARGETING

TOP 3 BENEFITS OF AUDIENCE TARGETING



Media Planning & Optimisation

Constant monitoring and adjustment for best performance



A/B (multivariate) Testing

Client can provide multiple creative variants; we will launch and optimise to the best-performing versions



Improved Reporting

Richer insights in improved format

ACTING DIGITAL

MASHING UP 1ST, 2ND, & 3RD PARTY DATA, GOOGLE 360 PLUG-IN ETC
AUTOMATED LONG-TAIL STRATEGY VIA CORPORATE WEBSITE

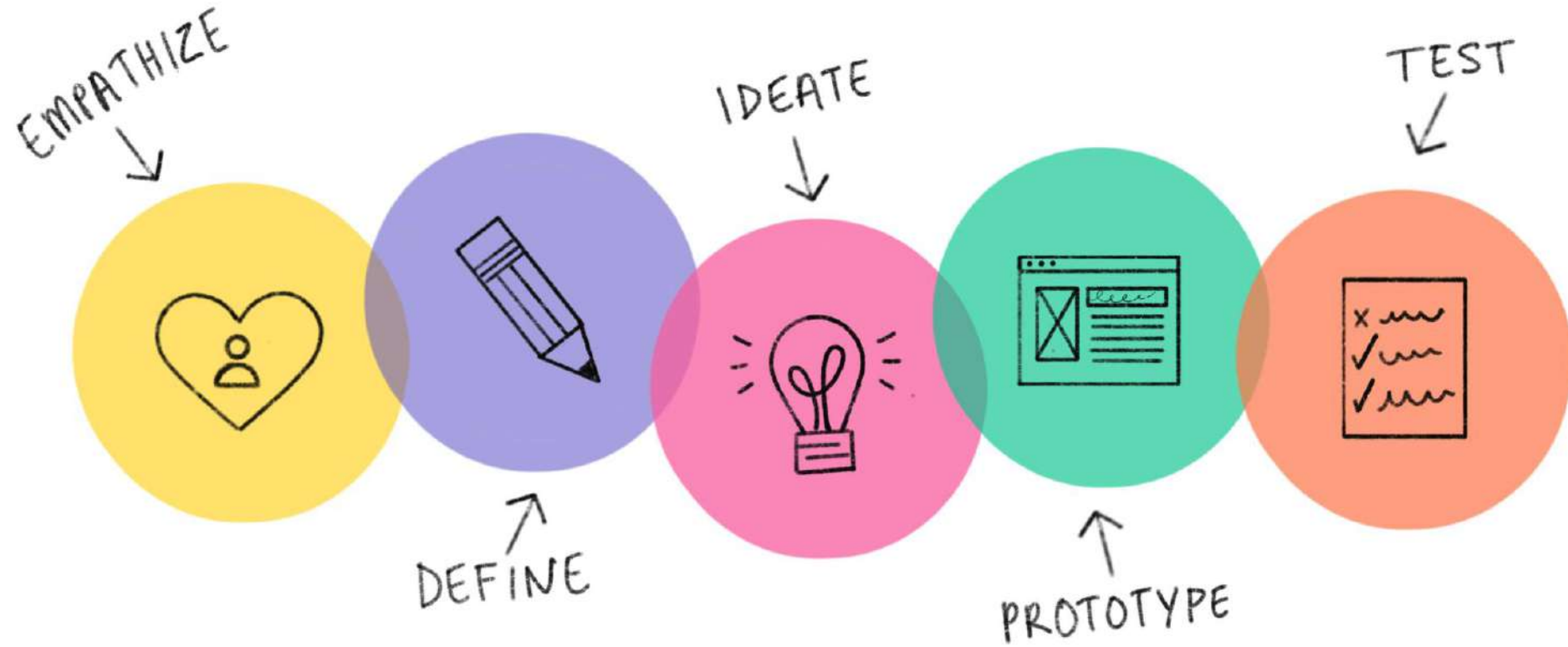
CASE IN POINT: WE NEED MORE IDEAS



SITUATION

**BLINDED BY THE DAY TO DAY HUMDRUM OF WORK
DON'T SEEM TO BE ABLE TO GENERATE NEW IDEAS THAT CAN MOVE THE NEEDLE**

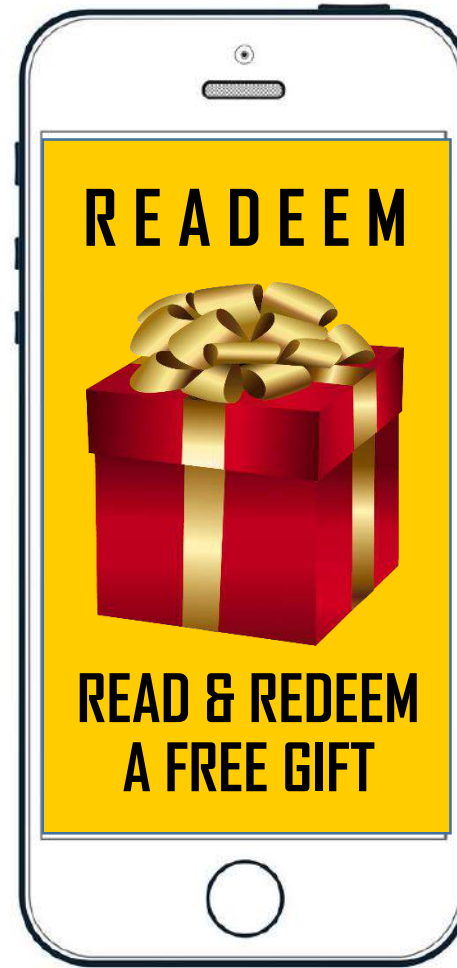
CASE IN POINT: WE NEED MORE IDEAS



THINKING ANALOG

NEED FOR STAFF TO BE EQUIPPED & EMPOWERED TO REINVENT

CASE IN POINT: WE NEED MORE IDEAS



ACTING DIGITAL

TRAINING IN DESIGN THINKING BROUGHT US SEVERAL WINNERS

CASE IN POINT: OCBC BANK (CUSTOMER EXAMPLE)

The image shows a close-up of the OCBC Bank logo and name on a red sign. The logo is a white stylized 'O' with a red circle inside, and the text 'OCBC Bank' is in white. The sign is mounted on a red wall with a black ceiling and recessed lighting.

OCBC Bank

SITUATION

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

CASE IN POINT: OCBC BANK

THINKING ANALOG

REINFORCING EXPERTISE IN WEALTH MANAGEMENT



LEVERAGE ON OCBC'S 11-PERSON WEALTH PANEL OF EXPERTS

CASE IN POINT: OCBC BANK

ACTING DIGITAL

BORROWING THE CARPOOL KARAOKE IDEA



CASE IN POINT: OCBC BANK

WEALTH INSIGHTS IN MOTION VIDEO SERIES



The background is a dense field of small, glowing particles in shades of purple, magenta, and pink. A bright, yellow-orange light source is positioned in the upper-middle section, creating a lens flare effect. The overall atmosphere is energetic and futuristic.

**THINKING ANALOG
ACTING EXPERIENTIAL**

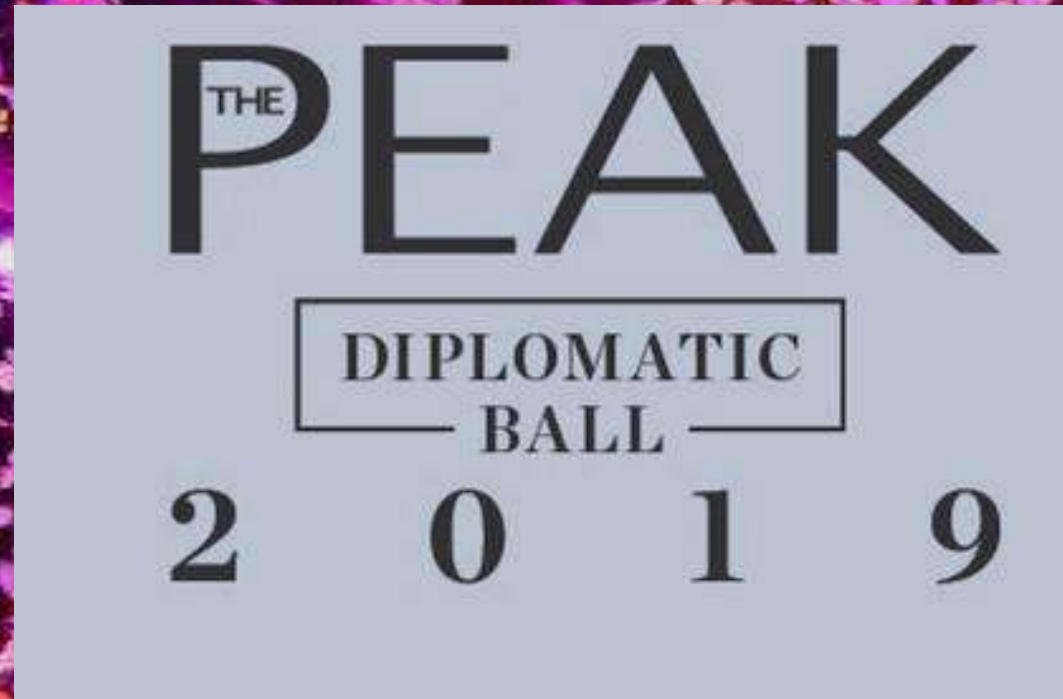
CASE IN POINT: EVENT MARGINS DECLINING

EVENTS

SITUATION

BRAND OWNERS LESS KEEN TO SPONSOR EVENTS

CASE IN POINT: EVENT MARGINS DECLINING



THINKING ANALOG

RETHINK & REFRESH WITH EXPERIENTIAL ELEMENTS / MINIMUM 40% MARGIN OR DON'T DO IT AT ALL

CASE IN POINT: EVENT MARGINS DECLINING



ACTING EXPERIENTIAL

LIFTED MARGINS, GENERATED SOCIAL MEDIA MILEAGE, DELIGHTED BRAND SPONSORS

CASE IN POINT: STAID CORPORATE CULTURE OLD MINDSET



SITUATION

**PRINT-CENTRIC OLD SCHOOL CULTURE REINFORCED BY UNINSPIRATIONAL
WORK AREAS THAT STIFLE INNOVATION AND DISRUPTIVE THINKING**

CASE IN POINT: STAID CULTURE OLD MINDSET



THINKING ANALOG

WE NEED AN INSTAGRAMMABLE OFFICE & UNREGIMENTED WORK SPACES

CASE IN POINT: STAID CULTURE OLD MINDSET



ACTING EXPERIENTIAL

ME & MY NEW OFFICE

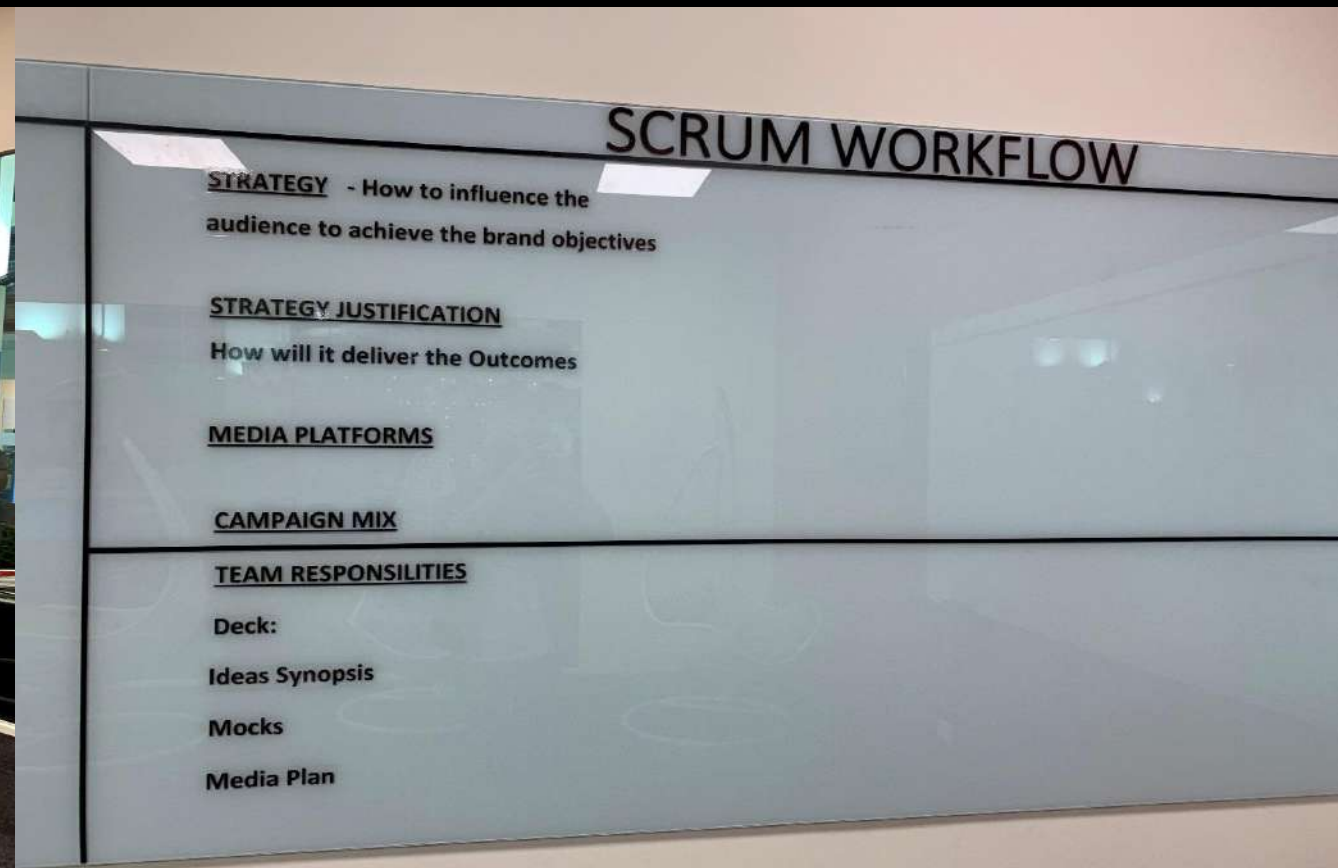
CASE IN POINT: STAIID CULTURE OLD MINDSET



ACTING EXPERIENTIAL

LET'S THROW IN A CAROUSEL & GET THE CREATIVE JUICES FLOWING

CASE IN POINT: STAIID CULTURE OLD MINDSET



THE RESULT

ADVERTISERS ARE EXCITED TO VISIT OUR NEW OFFICES TO DISCUSS NEW WAYS OF PARTNERING UP

REMEMBER



THIS IS NEVER THE END OF THE ROAD

RETAIL THERAPY

AUDIENCE NETWORK

WIFI LIBRARY SOLUTION

B TO B STRATEGY

AUDIENCE TARGETING

INTERSTITIALS

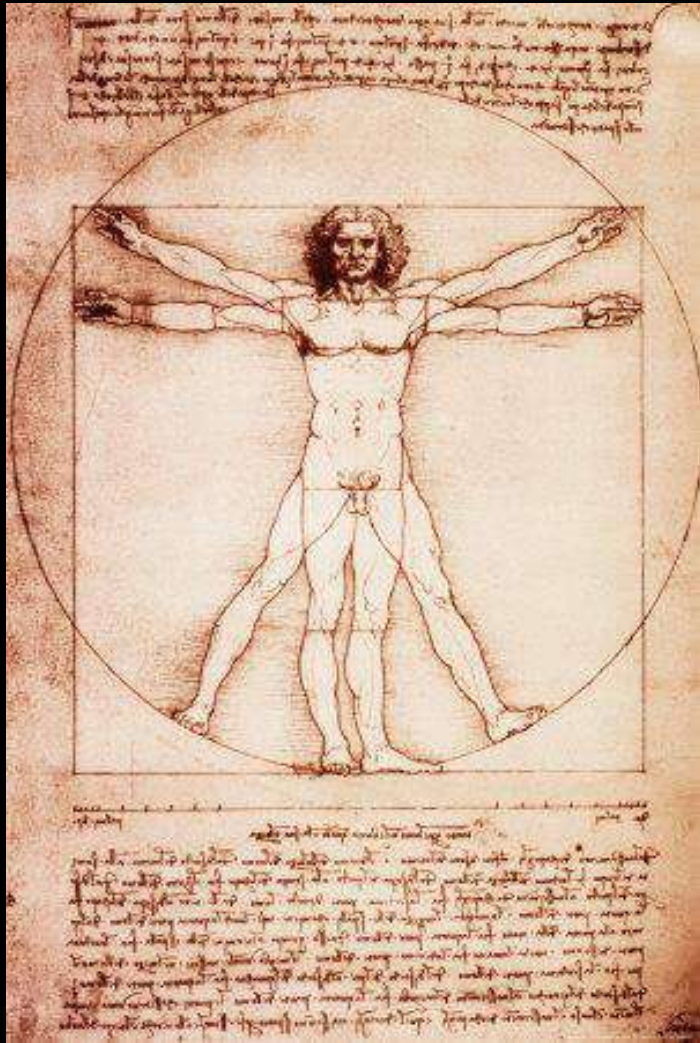
INFLUENCER STRATEGY

DESIGN THINKING/POLYMATHY

KEY TAKEAWAYS



**NEVER UNDERESTIMATE THE
POWER OF A FERTILE MIND**

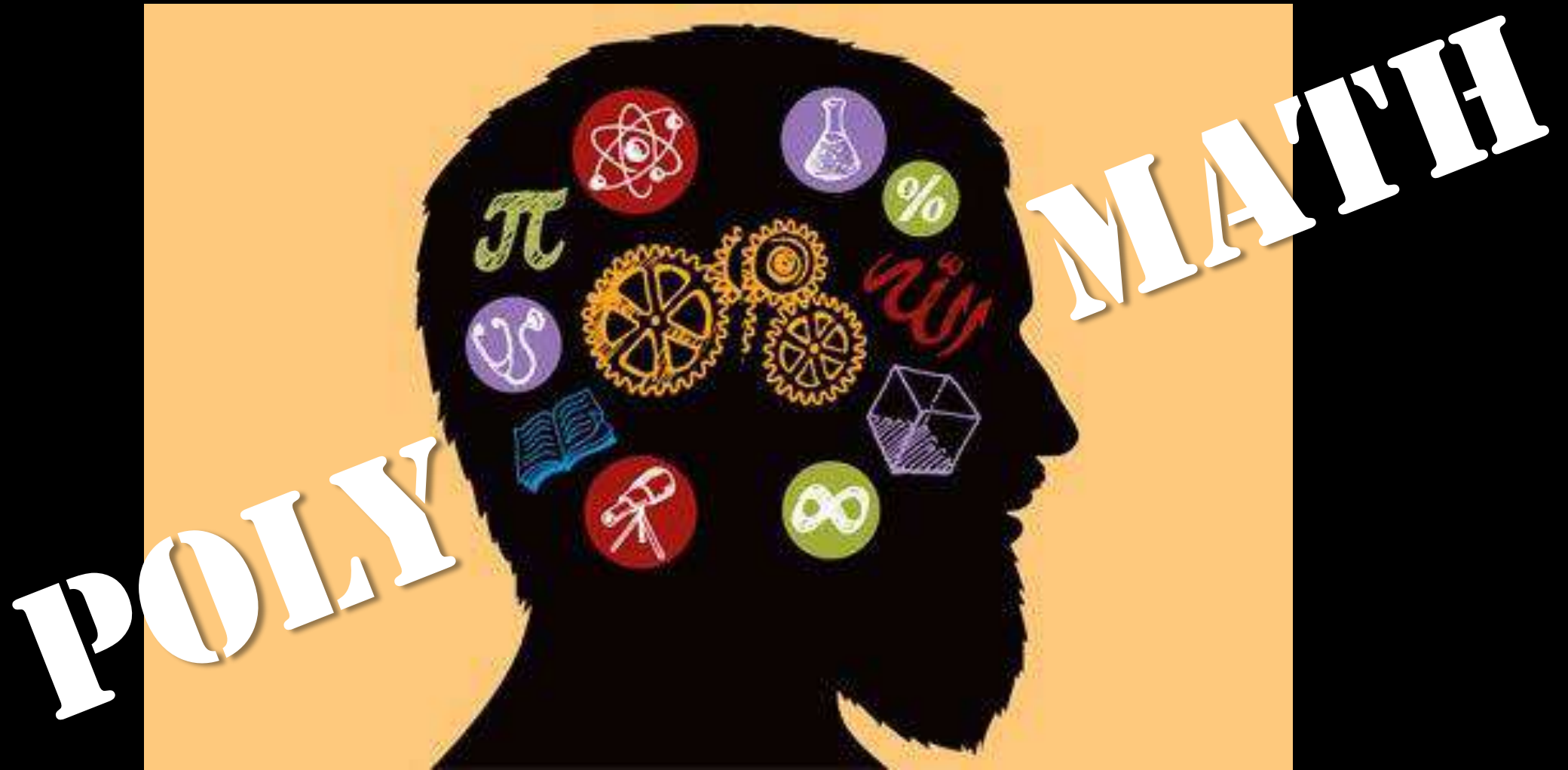


A polymath is a person who excels across a diverse range of areas.

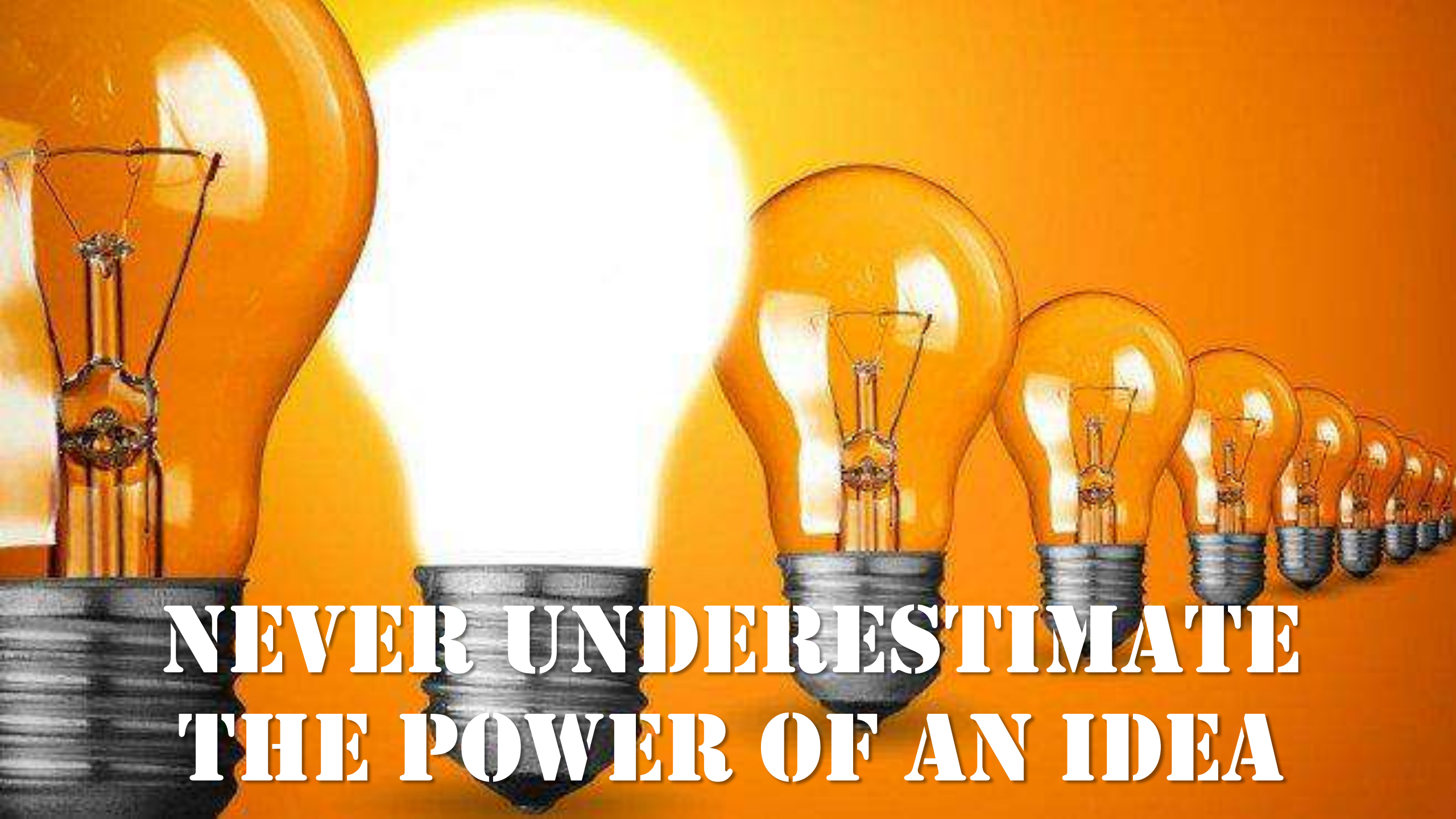
BUILD THE POLYMATHIC ORGANIZATION

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

THE POLYMATH: JACK OF ALL TRADES, MASTER OF INSIGHTS



SEES UNSEEN INTERCONNECTEDNESS



**NEVER UNDERESTIMATE
THE POWER OF AN IDEA**

A wooden sign with a dark background and a light-colored border. The word "MEDIA" is written in large, raised, light-colored wooden letters. Overlaid on this is the phrase "WRONG SPELLING" in a white, bold, sans-serif font, slanted upwards from left to right. The sign is mounted on a wooden post, and a light fixture is visible above it.

WRONG SPELLING
MEDIA



MIDIEA



IMPOSSIBLE