

The logo for 'ada' is rendered in a white, lowercase, sans-serif font. The letters are bold and modern, with a slight shadow effect. The background of the slide is a dark blue with a complex network of thin, light blue and white lines and dots, resembling a data visualization or a neural network.

analytics · data · advertising

How Data-Driven Experiential Marketing Is Changing The Brand & Consumer Relationship

Process Simulation

What Is Data Driven Marketing

Data-driven marketing refers to the methodology of extracting actionable insights tied to consumer behavior from large data sets in order to predict consumer behavior in relation to new products, marketing positioning and users' likelihood of interacting with a brand.

Who Is Driving The Change In Relationship

Personalization.....it is a simple as that!

How Personalization Driving Data Driven Marketing



Product - Luxury Mattress

Process Simulation



DATA METHODOLOGY

ADA
Proprietary
Platforms


Data Management
Platform (DMP)


Video Analytics tool





Methodology

- Geo target affluent residential areas and business areas
- Geo target Points-of-Interest (POI)
- App usage
- Geo-fencing high end social and sporting outlets
- Video content consumption data and overview

- Affluence & Occupation indicator
- Interest & Affinity indicator
- Behavioural indicator
- Content insights

Additional supporting data

Audience Insights

-  Device IDs
-  Persona
-  Behaviours
-  Touchpoints

Device IDs is fully PDPA-compliant.

Third-party
data tools



Inferred Persona

High Net Worth Individual (HNWI)

DEMOGRAPHIC

Age	35
Gender	Male
Marital Status	Married
Parental Status	Parent
Job	Property Developer
Home Location	Desa Park City
Office Location	Mont Kiara, KL

Additional Supporting Data

Social Listening

Key Learnings:

- Strong negative sentiments
- Spikes are due to Malaysians complaining about their inability to sleep & being sleep-deprived.
- Conversation triggers: CNY, vacation, back-to-work

Common Themes:

Insomnia, Sleep, Stress, Work, Sleep Deprivation, Health, Medical conditions

Actionable Insights:

- Sleep is on Malaysians' TOM.
- Existing awareness & association between everyday life, sleeping patterns and sleep disorders

DATA POINTS EXTRACTION

POIs:	Luxury Auto Showrooms, Golf & Country Clubs, High End Restaurants, Luxury Travel Destinations Stay in Expensive Neighborhoods
App Categories:	Finance, Stock Trading, Forex
Existing Segments:	Upscale Shoppers, Golf Fans, Air Travellers
Others:	N/A

BEHAVIORS

- Wakes up early for fitness
- Heavy readers
- Driven to improve mental & intellectual performance
- Willing to spend to better oneself
- Usually key decision makers in their families
- Excessive travel schedule

Proof Points

How sleep correlates with performance and success:

- Higher Cognitive Capacity
- Reduces Risks of Developing Mental / Physical Disorders
- Better Mood Regulation

Unique Device ID's

Estimated Reach

1.87M



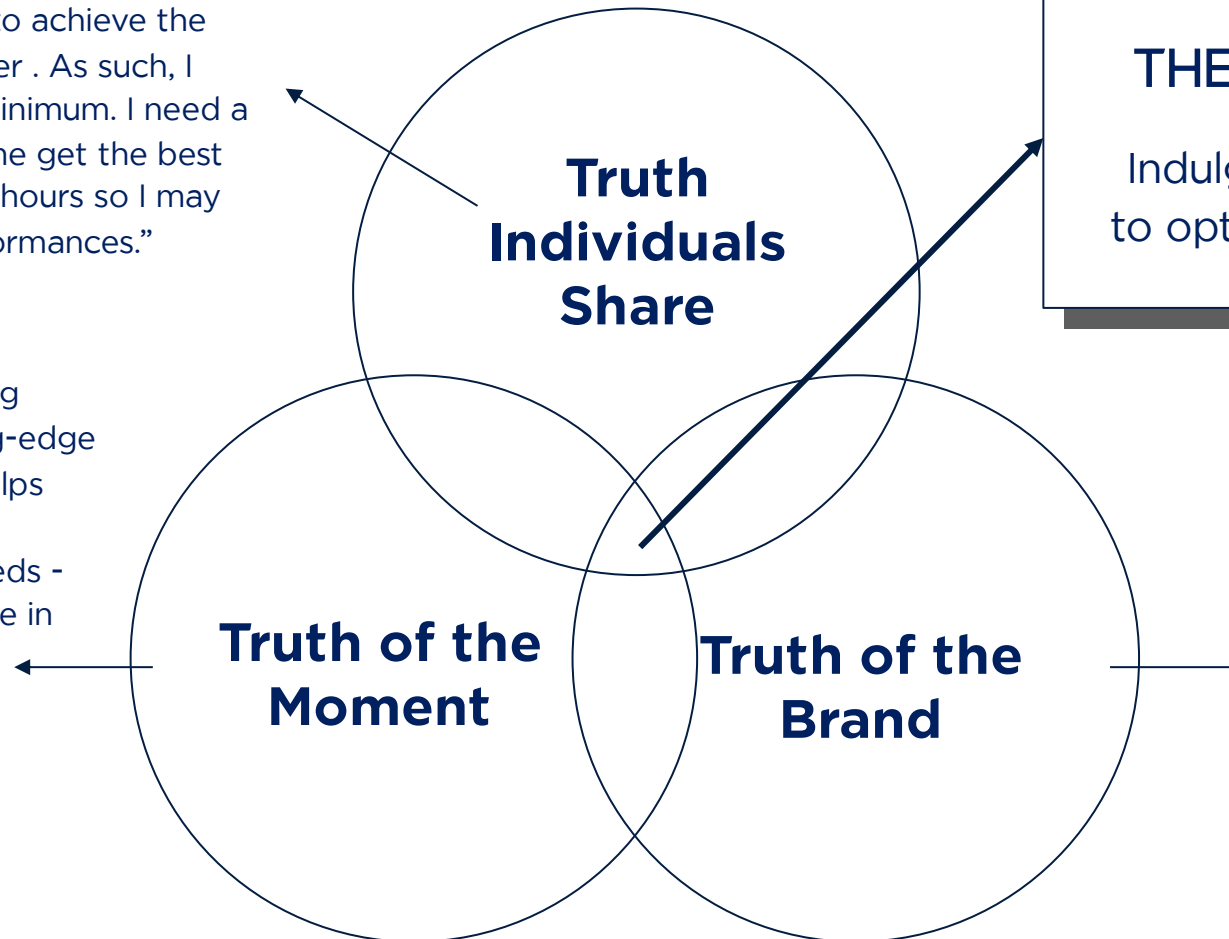
CREATIVE

The Ad

The Concept

“I live a life that requires me to be constantly driven, and to achieve the best that life has to offer . As such, I often sleep at a bare minimum. I need a product that will help me get the best sleep during these few hours so I may optimise my daily performances.”

Brand X is a reputed, leading mattress brand with cutting-edge cooling technology, that helps you sleep better with the temperature your body needs - which plays a significant role in optimising your daily performance.



THE STRATEGIC PUSH

Indulge in the luxury of sleep to optimise your performance.

A premium quality, high end mattress that offers thermoregulation technology can help to facilitate a perfected slumber by balancing and cooling our body temperature when we sleep, increasing sleep hygiene.

Creative Proposition

With Brand X mattresses, you'll achieve a **sleep so deep & curative** that'll you wake up refreshed and ready to push forward & be successful in life.

Creative Expression



Many high-achievers adopt the 'work hard & rest smart' mantra.

They'll be relentless in work and life - but when it's time to rest, they would want to sleep deeply in the short time that they have.

Not snooze, doze, nap nor any lighter form of sleep.

But deep & curative slumber that you'll wake up from fully refreshed and ready to grab what life has to offer.

Don't Sleep. Slumber

Because everybody sleeps, not everyone slumbers.

Which leads to **THE IDEA**



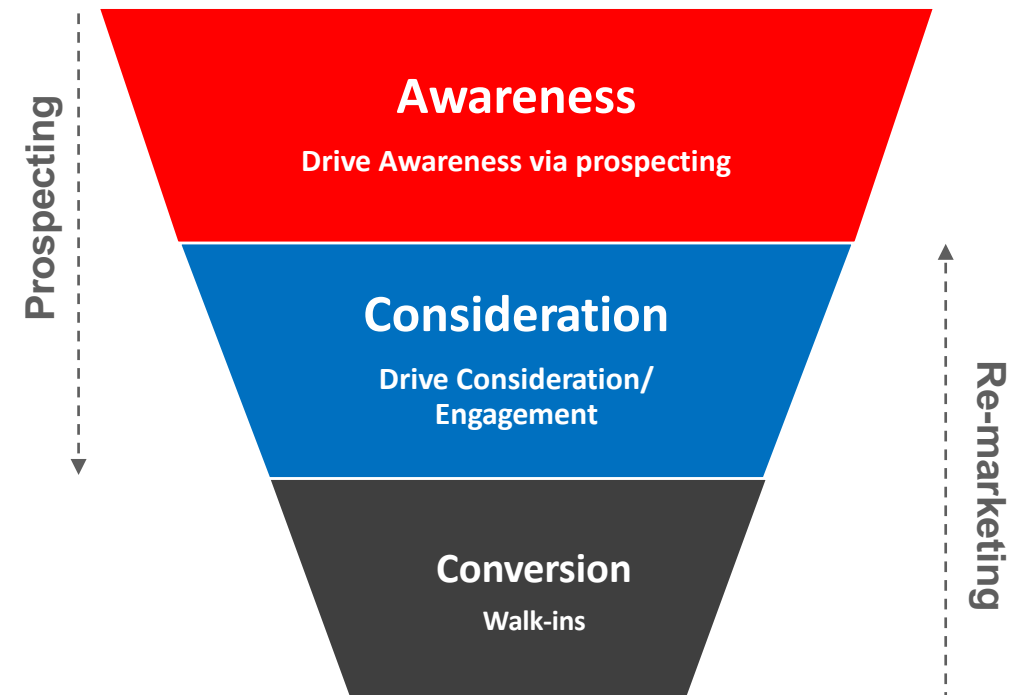
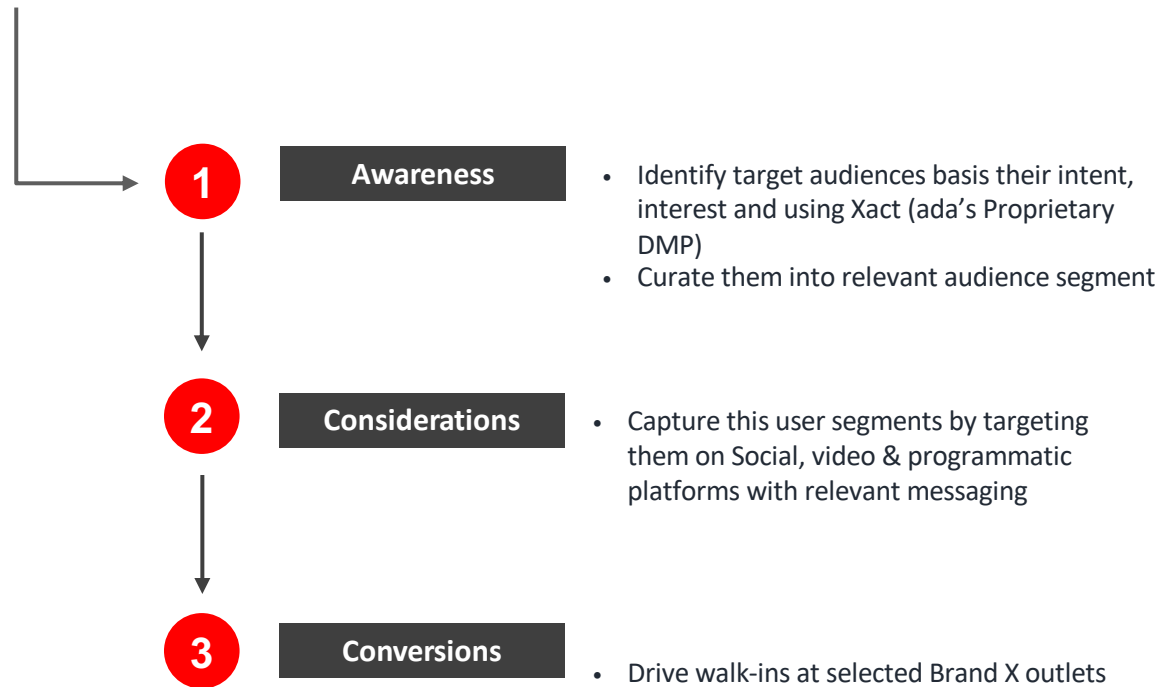
MEDIA

The Channels

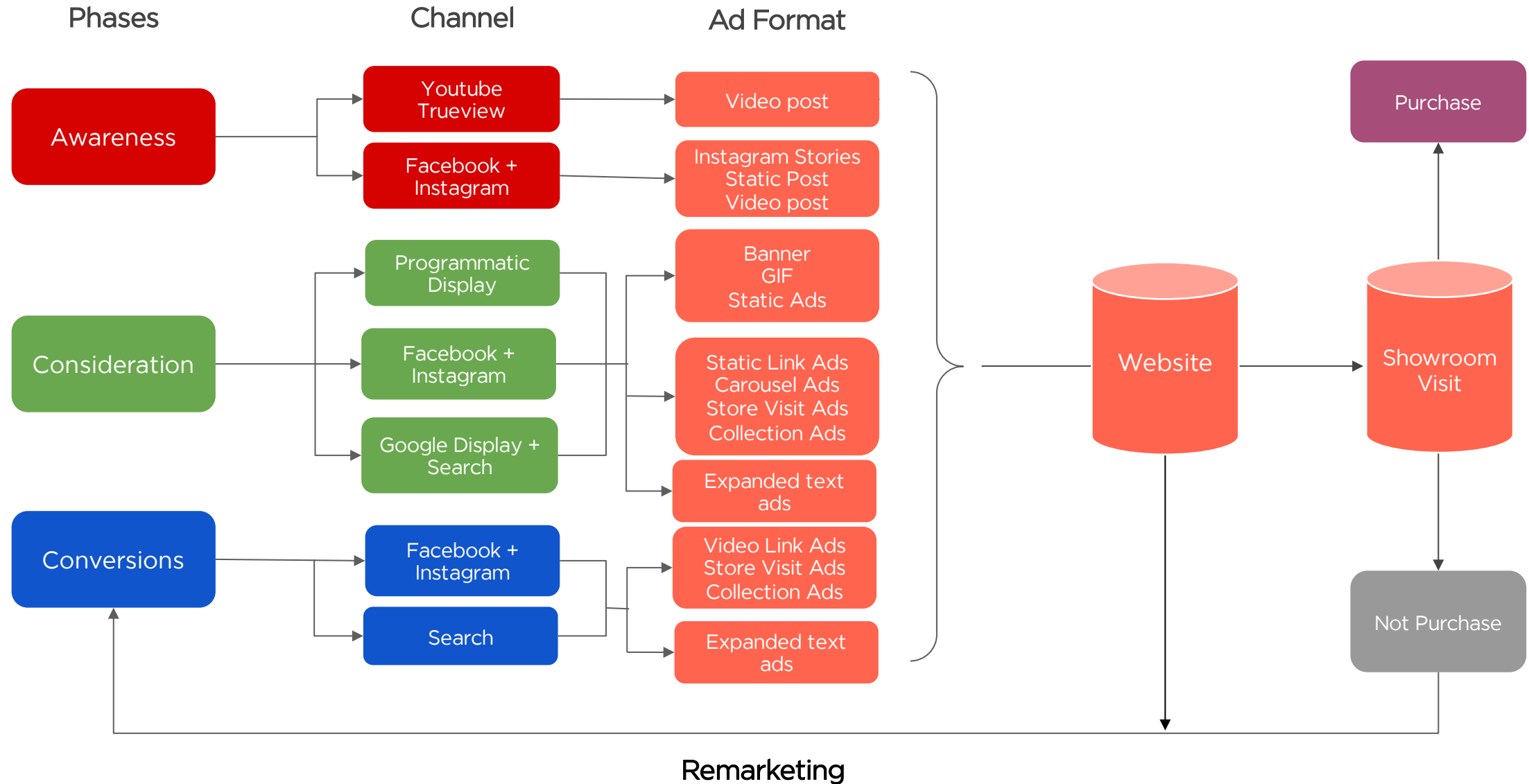
Media Strategy

Using the 3-step approach create Top-of-mind recall about Brand X amongst users, drive consideration about Brand X mattress and drive traffic to Brand X store by consistent and relevant re-marketing efforts

3 STEP - APPROACH



Customer Journey



Thank You

Q&A

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