

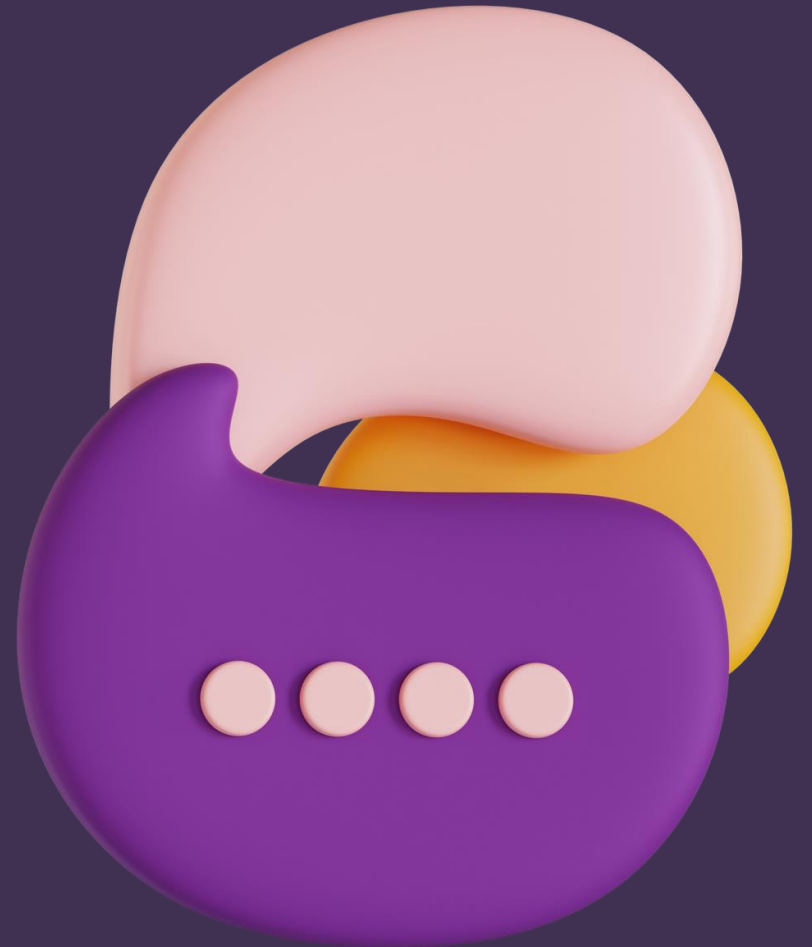
How to...

Convert audience insights into a communications plan

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What is Communications?

It's a Mix of

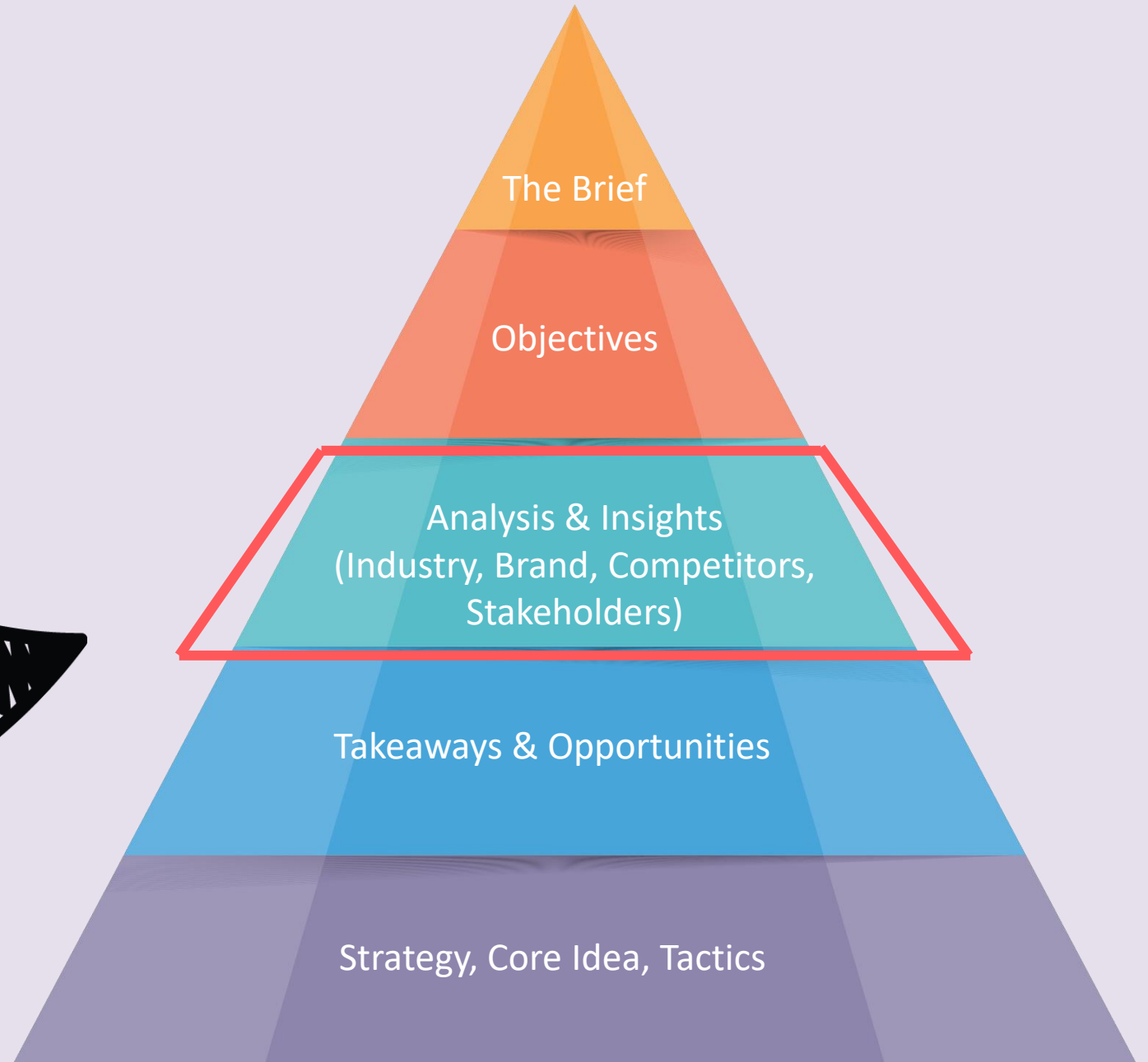
- PR
- Digital
- Advertising
- Branding
- Event & Experience
- Sales/ Promotion

By leveraging **channels and tools** to communicate with a **desired market** for a particular purpose.

A Communications Plan Includes...



Why **THESE** matters???





The best communication ideas (or even strategies) do not come from ***within a person's head, it's from outside.***

That means more than just *one-hour brainstorm sessions.*

How can we gather those insights



Listen to your TA

How can we gather those insights



Listening Tools

Offline

- *Consumer Surveys*
- *Engage in conversations*
- *Talk to your TA (Why, Why, Why?)*
- *Mystery Shopper/ Caller (Services/ Retail)*

How can we gather those insights



Listening Tools

Online

- *Social Listening*
- *Media Monitoring (Print, Broadcast & Online)*
- *Community Moderation (Results, FAQs)*
- *Observe Similar Cases*

Translate

Data into Insights

- *Consumer behaviors*
- *Pain points*
- *Needs, new demands*
- *Where you can find them (Channels)*
- *New trends in the market*

New
Opportunities!



Use **Insights** for

- IDEATION (Core Idea, Strategy)
- KEY MESSAGE HOUSE
- COMMS TACTICS
- BEST CHANNELS



“

Annual

Comms Plan

”

Link with

- Corporate vision, brand proposition
- Internal Communications

Re-adjust

- PR, Social, OOH
- Use of Tactics & Channels
- KOLs/ Influencers
- Community Moderation Strategy

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“

Comms

Campaigns”

Communicate the benefits to TA

- In all comms materials
- Via relevant channels
- Prepare a customized community moderation package to educate TA
- Internal Communications

TAKEAWAYS

01

Have a startup mindset

Do the test drives. Play with keywords and A/B Testing

02

Marcomms is a collective effort.

The beginning, the middle and the end. Build strong international communications – Engage in Insight Gathering, Ideation, Communications.

03

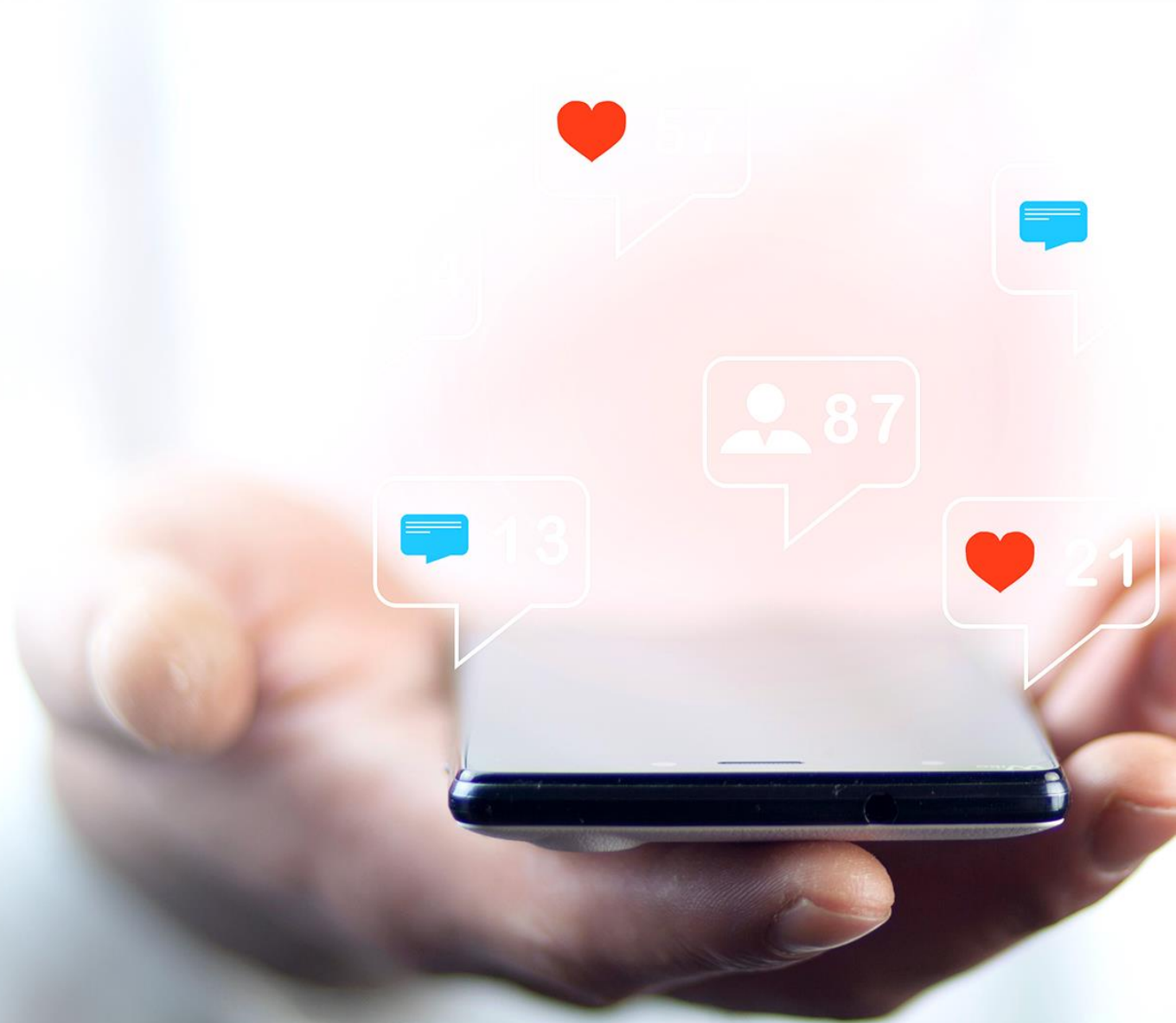
Measure everything.

Critically assess your marketing investment vs ROI to optimize.

invest in growth, where it matters.

THE KEY IS TO REVIEW, ADJUST & ADAPT CONTINUOUSLY!

Shifts on digital landscape



GETTING IT RIGHT

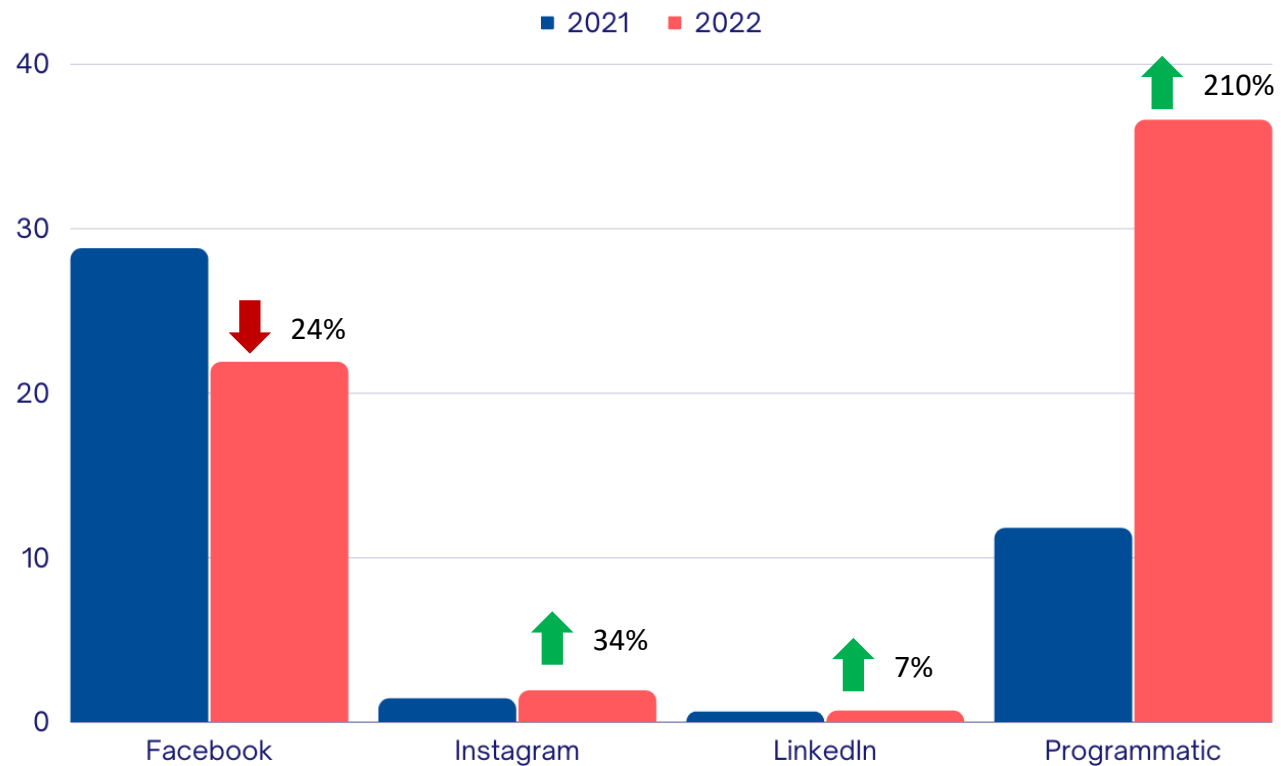


With multitudes of changes, you're likely to be frequenting these questions :

- **How do your customers like to be reached now?**
- **Does your brand need to be on TikTok?**
- **Do you really need a website? Would having an e-commerce function help your business grow?**
- **Is your chatbot not delivering the promise and instead, adding more work to the team?**

SHIFTS IN SOCIAL MEDIA & DIGITAL

A decades-long social media trend has changed significantly in the past 2 years due to a range of internet restrictions, which persists till today. This enforced consumers to a sudden, widespread and accelerated adoption of new technology, new platforms in search for privacy, while staying connected with loved ones.



WHERE ARE WE HEADING?

Pandemic and coup has nudged consumers toward a more digital-oriented way of life.



BOOM OF SOCIAL COMMERCE

Pandemic and cash shortage gave the steady rise of digital payment adoption in Myanmar an extra boost, with the rise of social commerce.



ENCRYPTED CHAT APPS

Telegram came out as the winner, ranking among top 3 most downloaded apps for 2 consecutive years.

Viber now has 30M registered users in Myanmar and ramping up efforts to onboard brands.



THE RISE OF VPN APPS

Myanmar consumer uses 2-3 free VPN apps on average, which enabled advertisers to tap into wider inventory.



FASTEST GROWING APP

TikTok has 10M monthly video views with 29.7M videos being created in Myanmar on a monthly basis. The app claims to enjoy 5% YoY increase in Myanmar.

How It's Impacting Consumer Behaviors Online

MAJOR SHIFTS IN RESEARCH

Your Opportunity

1. Provide concise information consumers are most likely to look for in featured section (shop, pinned post, highlights, etc.,) on your social.
2. Don't ignore your website. Work on your SEO/SEM strategy and improve traffic.
3. Integrate. Deploy advanced measurement tactics for performance marketing cross-platforms.

TIME SPENT ONLINE (AVG. 1-3 HR)

Main Source Of Information

Social Media...

63.67%

Internet Research

23.10%

Online Or App...

8.41%

TV

2.49%

Newspaper

2.33%

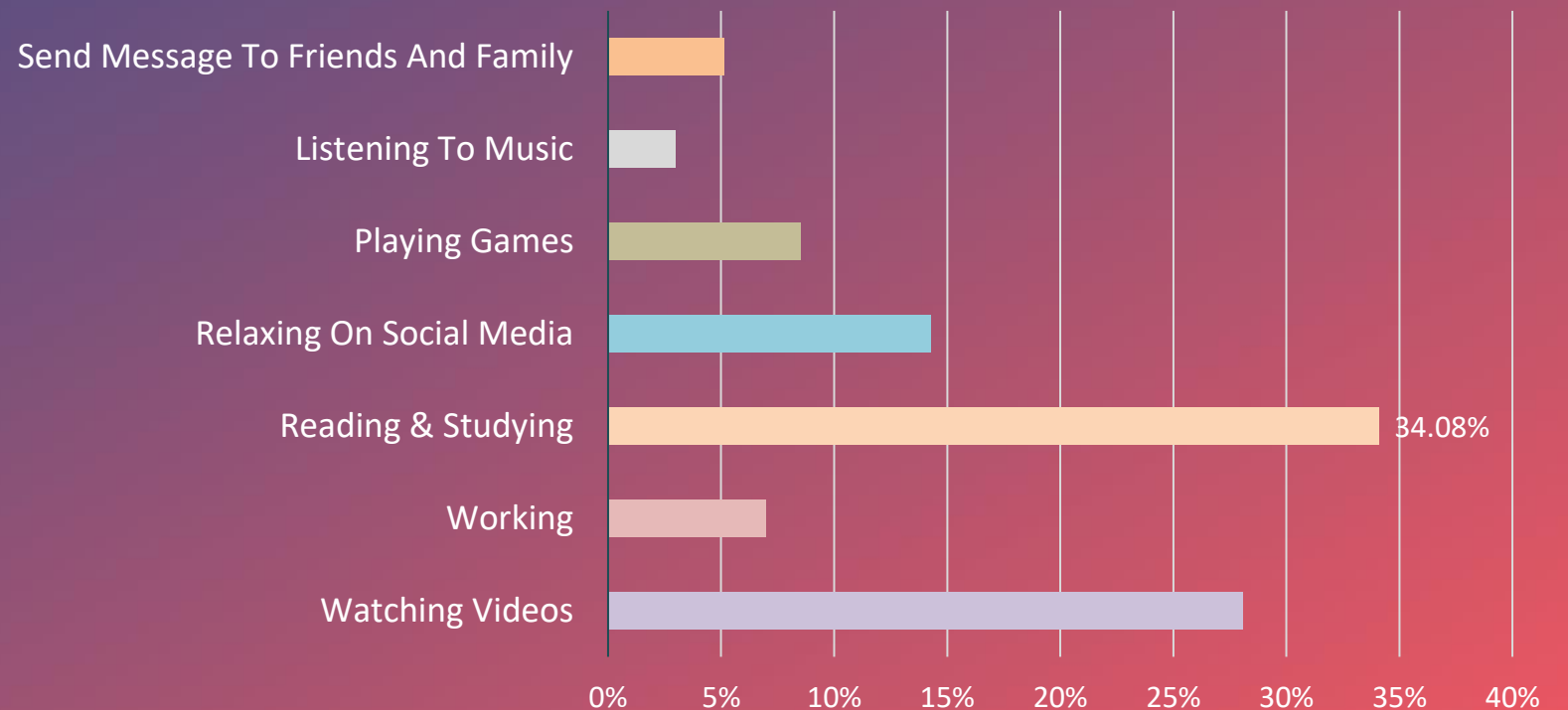
MAJOR SHIFTS IN TIME SPENT ONLINE

Your Opportunity

1. Curate customise campaign, or start building learning resources/hub on your website/app. (e.g., financial planning course, etc.,).
2. Work together with publishers (self-service, manual pre-roll and in-stream ads) as people consume video content across web.
3. Create tailored ads using placement-based targeting (Game, Studying, etc.,).

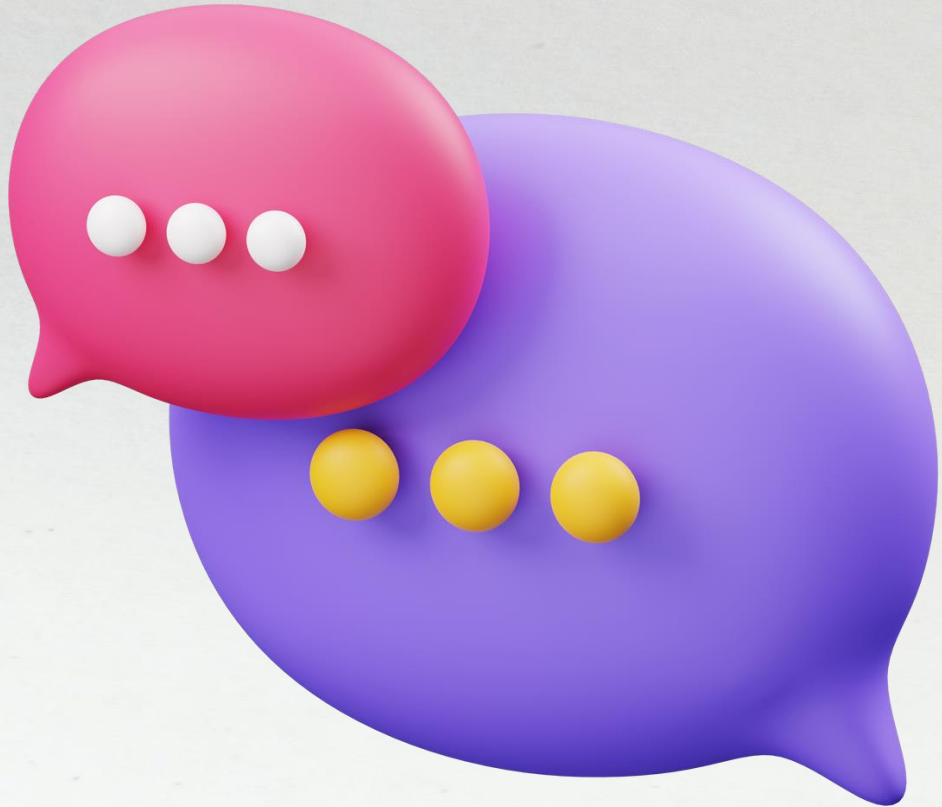
HOW THEY SPEND TIME ONLINE

Activity Performed The Most When Online



Scan
Here





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