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*Wireless@Chinatown*

HELLO & WELCOME...

Talkability:

More than just PR





**Daryl Ho**  
Managing Director, Singapore

**20**  
YEARS

**COMMUNICATIONS  
MARKETING, DIGITAL,  
TECHNOLOGY**



**WE COMMUNICATIONS IS A  
GLOBAL COMMUNICATIONS &  
MARKETING AGENCY**

**WE HELP BRANDS UNDERSTAND,  
TELL AND ACTIVATE BRAND  
STORIES**

**3**  
COUNTRIES



**15**  
CITIES



**Some brands..**



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# In this session we will unpack:

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- What is talkability and how it impacts brand building
- Choosing the right channels (earned, owned and paid media)
- Tips and best practices to drive talkability



WHAT IS TALKABILITY?

# THIS IS MORE THAN A PR STRATEGY



SOME KNOW IT AS A  
**WORD-OF-MOUTH**  
STRATEGY



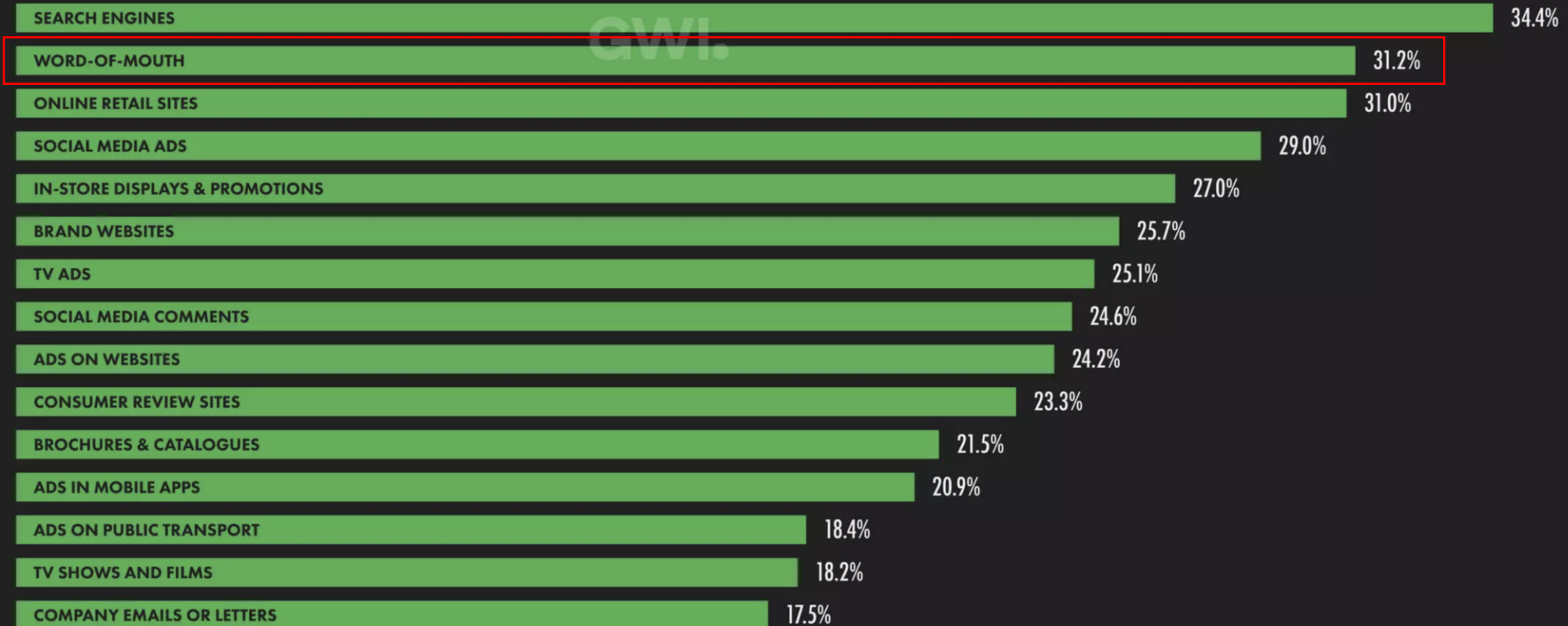
FEB  
2022

# SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



SINGAPORE





GREAT TALKABILITY  
EARNS ATTENTION FROM  
THE RIGHT INFLUENCERS  
AND MEDIA TO DRIVE  
POSITIVE CONVERSATIONS  
ABOUT YOUR BRAND





# “Marketing

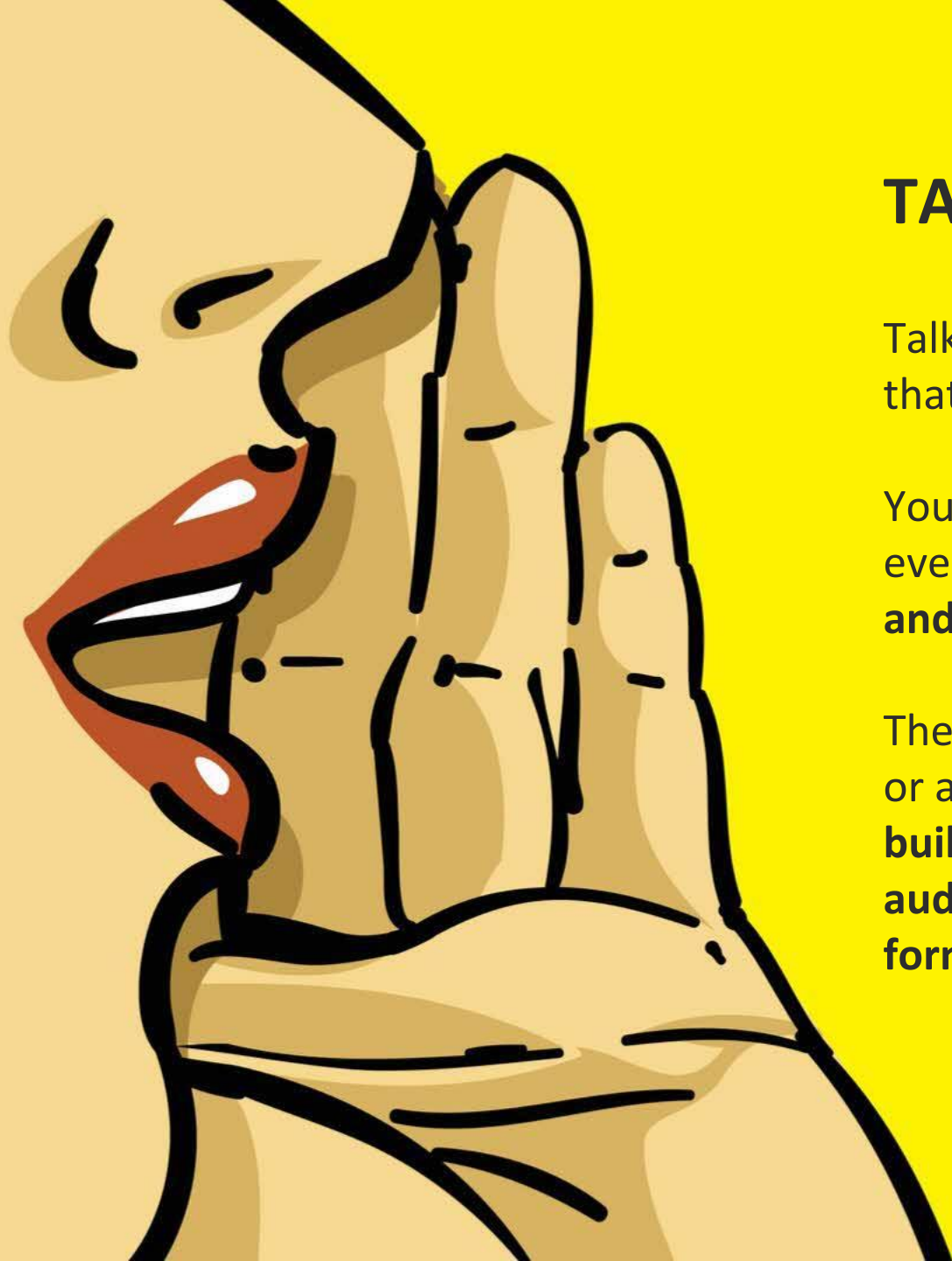
is no longer about the *stuff* you make,  
but about the *stories* you tell.”

*Seth Godin*

American author, entrepreneur, marketer, and public speaker

A field of yellow tulips with one red tulip in the foreground. The red tulip is in sharp focus, while the yellow tulips are blurred in the background. The text is overlaid on the right side of the image.

**A GREAT STORY WILL HELP  
YOUR BRAND  
STAND OUT**



## TALKABILITY AND YOUR BRAND

Talkability is about creating marketing and communications that inspires conversation for your brand.

Your brand stories go beyond celebrity endorsements, events and product launches – **they are best seen, heard and shared through word of mouth.**

Therefore, it's not just about acquiring individual customers or attention through media awareness, but **it's about building the right interest by being topical, in-tune with audiences, relatable and culturally aware in the right format and platforms**

# 1. RIGHT AUDIENCE, RIGHT TRIGGERS, RIGHT STORY..

**Tr**  
Triggers

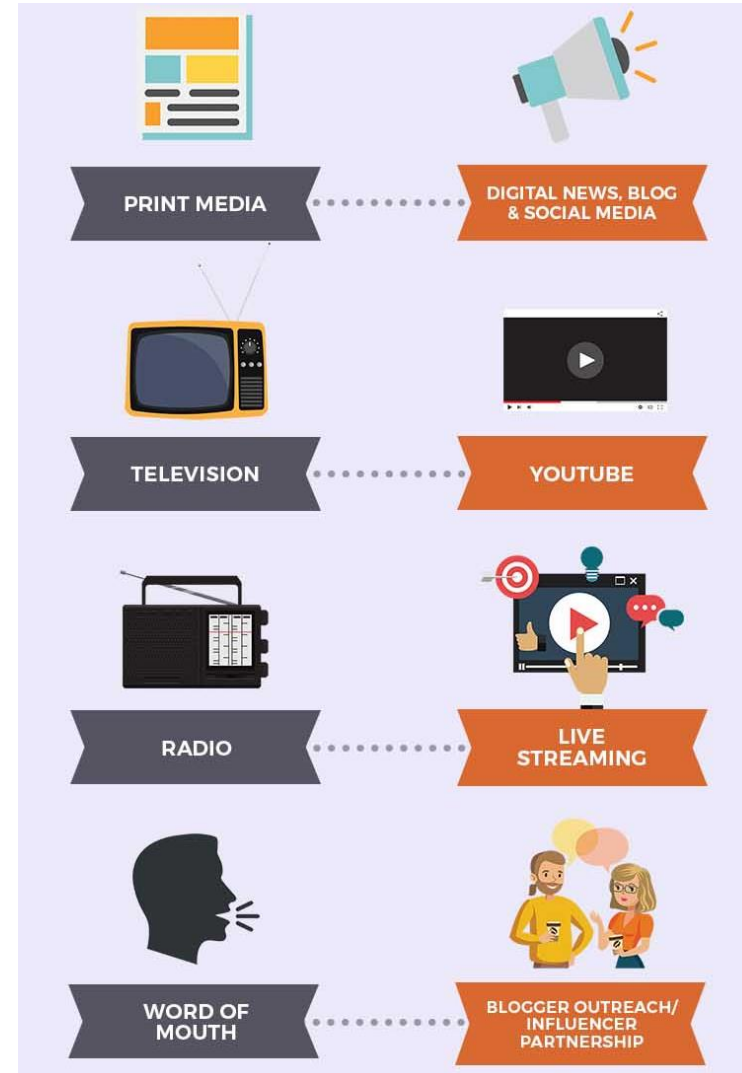
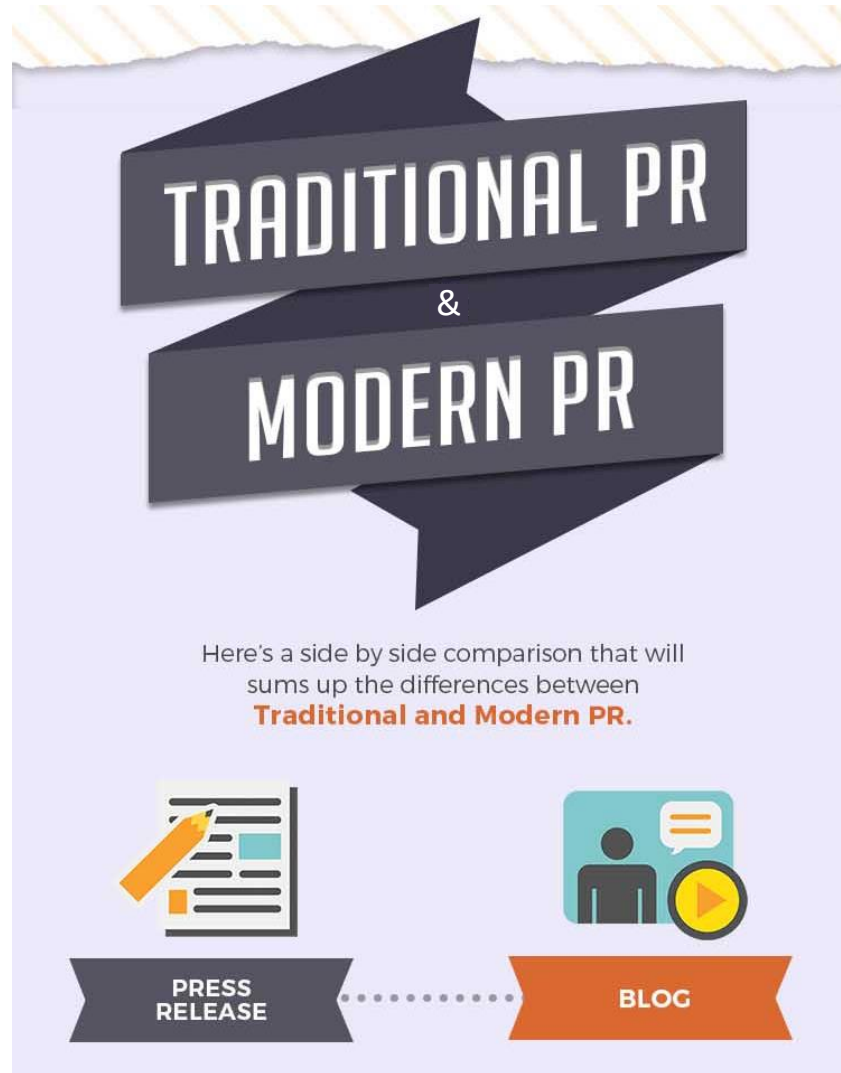


## 2. RIGHT STORY, RIGHT FORMAT...

**Tr**  
Triggers

+

**Fo**  
Format



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2022

# DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



SINGAPORE

TIME SPENT USING  
THE INTERNET



GWl.

**7H 29M**

YEAR-ON-YEAR CHANGE  
**-7.8% (-38 MINS)**

TIME SPENT WATCHING TELEVISION  
(BROADCAST AND STREAMING)



KEPIOS

**2H 53M**

YEAR-ON-YEAR CHANGE  
**+3.6% (+6 MINS)**

TIME SPENT USING  
SOCIAL MEDIA



GWl.

**2H 31M**

YEAR-ON-YEAR CHANGE  
**+10.2% (+14 MINS)**

TIME SPENT READING PRESS MEDIA  
(ONLINE AND PHYSICAL PRINT)



**2H 06M**

YEAR-ON-YEAR CHANGE  
**+34.0% (+32 MINS)**

TIME SPENT LISTENING TO  
MUSIC STREAMING SERVICES



**1H 43M**

YEAR-ON-YEAR CHANGE  
**+27.2% (+22 MINS)**

TIME SPENT LISTENING  
TO BROADCAST RADIO



GWl.

**1H 02M**

YEAR-ON-YEAR CHANGE  
**[UNCHANGED]**

TIME SPENT LISTENING  
TO PODCASTS



**0H 56M**

YEAR-ON-YEAR CHANGE  
**+55.6% (+20 MINS)**

TIME SPENT USING  
A GAMES CONSOLE



**1H 11M**

YEAR-ON-YEAR CHANGE  
**+44.9% (+22 MINS)**

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# MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021



SINGAPORE

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	440M	30.1M	0M 16S	5.72
02	YOUTUBE.COM	146M	17.3M	6M 53S	3.61
03	FACEBOOK.COM	101M	17.2M	22M 20S	4.67
04	CHANNELNEWSASIA.COM	55.5M	9.37M	10M 42S	1.86
05	YAHOO.COM	49.5M	8.54M	16M 06S	3.32
06	WIKIPEDIA.ORG	48.0M	9.81M	9M 54S	2.32
07	STRAITSTIMES.COM	47.9M	9.59M	10M 23S	1.83
08	REDDIT.COM	36.7M	7.13M	17M 43S	3.90
09	INSTAGRAM.COM	29.0M	7.54M	18M 02S	3.91
10	SHOPEE.SG	26.0M	7.84M	16M 26S	3.67

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	LAZADA.SG	25.9M	8.00M	12M 47S	4.94
12	GOOGLE.COM.SG	25.7M	3.96M	16M 54S	5.62
13	WHATSAPP.COM	21.1M	4.78M	18M 50S	1.50
14	FANDOM.COM	19.0M	3.84M	11M 43S	3.25
15	MICROSOFTONLINE.COM	18.9M	3.63M	3M 42S	2.08
16	ZOOM.US	16.4M	4.68M	10M 33S	2.42
17	TWITTER.COM	15.8M	5.14M	12M 13S	3.81
18	MOTHERSHIP.SG	15.2M	4.46M	10M 52S	1.81
19	LIVE.COM	14.8M	3.62M	7M 31S	3.54
20	NETFLIX.COM	13.1M	3.35M	10M 07S	1.80

# 3. RIGHT FORMAT, RIGHT PLATFORMS

**Tr**  
Triggers

+

**Fo**  
Format

+

**PL**  
Platform





# 4. TELL IT IN THE RIGHT PLATFORM - PESO

**Tr**  
Triggers

+

**Fo**  
Format

+

**PL**  
Platform



PEOPLE  
PLACES  
INFORMATION  
& THINGS  
ARE MORE  
CONNECTED  
THAN  
EVER

# 5. TELL THE STORY **THEIR** WAY TOO...

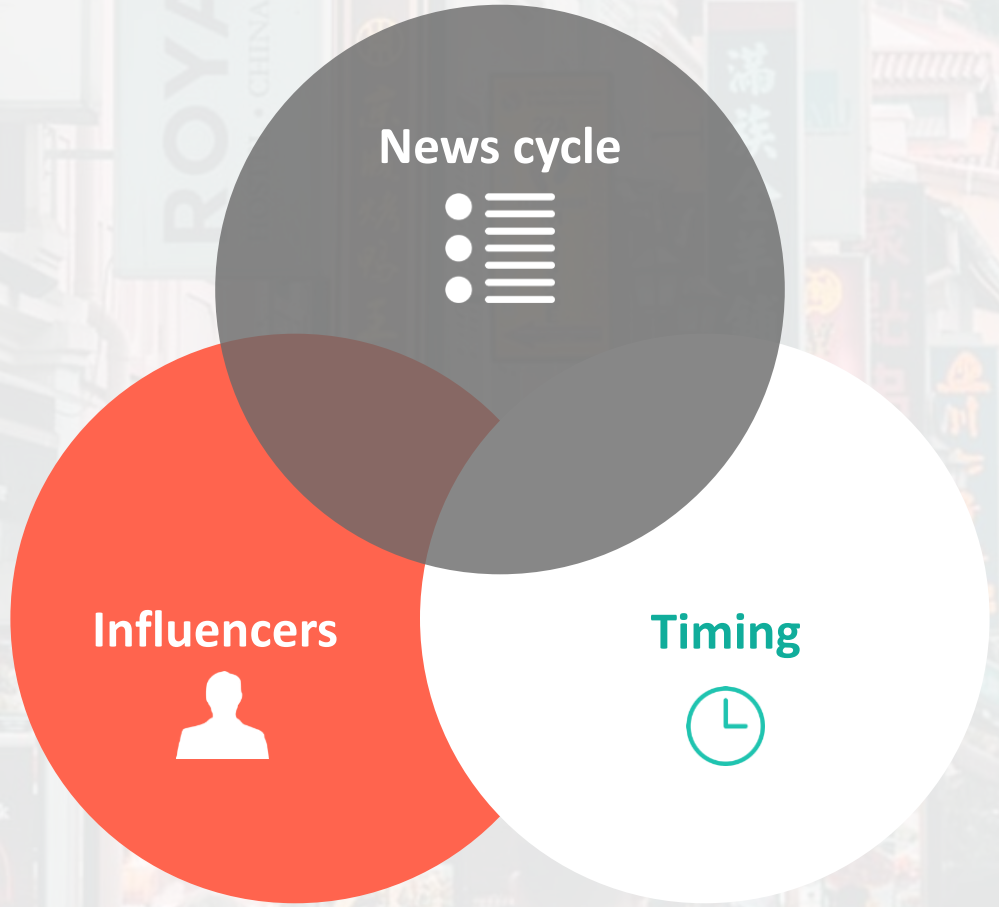
**St**  
Stories

+

**Ex**  
Experience

+

**FL**  
Feeling



**Tr**  
Triggers

+

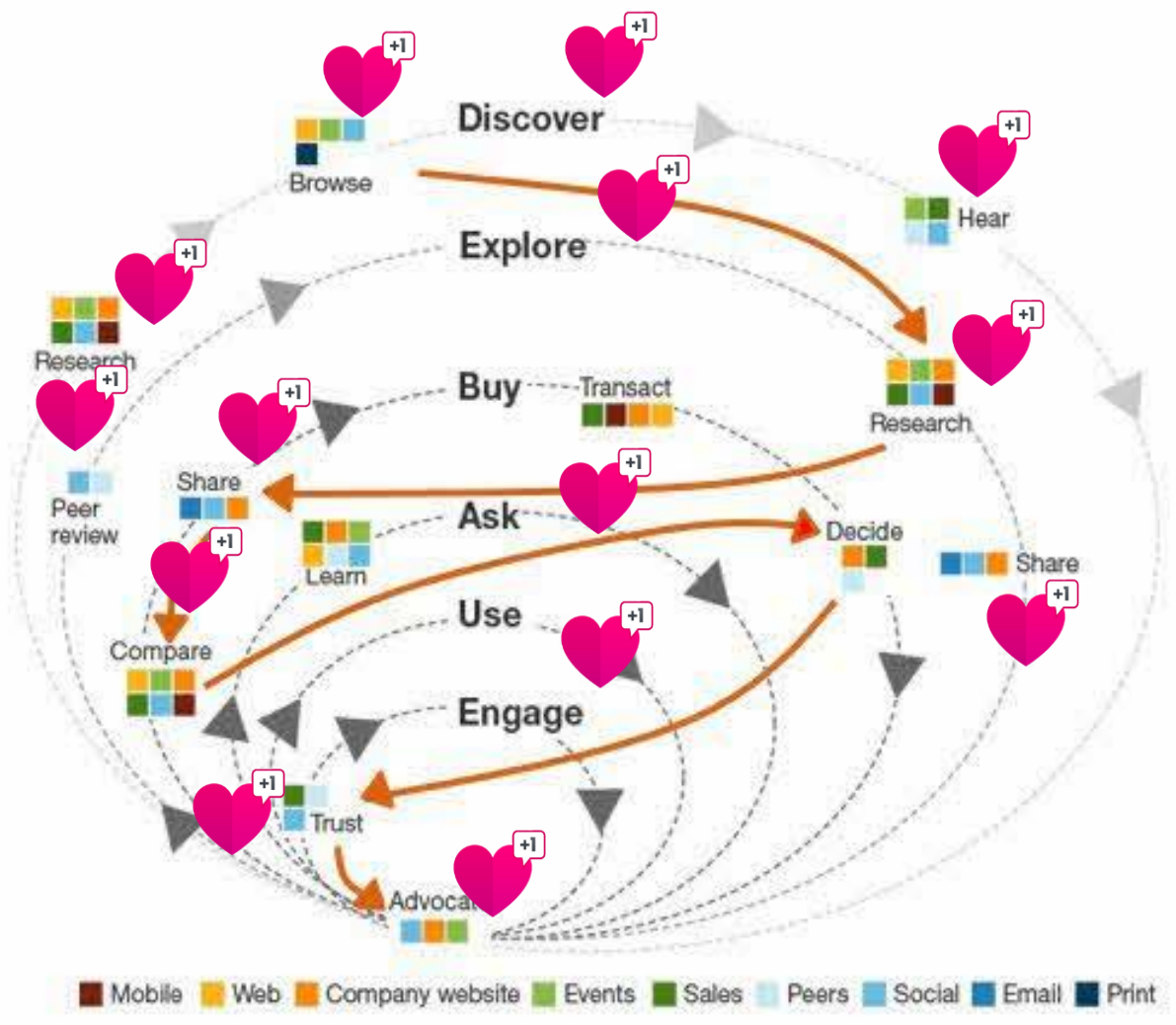
**Fo**  
Format

+

**PL**  
Platform

# 6. MEASURE WHAT MATTERS

CONSUMER JOURNEY



**Measure the right 'feels' not just the views...**

- Shareability
- Participation
- Engagements
- No. of UGC content on social (FB / IG / Tiktok)
- No. of media articles / PR value
- Reach
- Views
- Impression

**AWARENESS**

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**ENGAGEMENT**

Fire Engine  
Access  
Keep Clear

**ACTION**

**DESIRED OUTCOMES**

# CASE STUDY: READING > INSTANOVELS



To view this case study (video) , kindly refer to the recording of Masterclass session - Talkability: More than just PR.

# CASE STUDY: TRAVEL > WORK FROM HAWAII



To view this case study (video) , kindly refer to the recording of Masterclass session - Talkability: More than just PR.

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# CASE STUDY INSIGHTS : TRAVEL > WORK FROM HAWAII

The idea is to encourage people to drop their mundane routines, change their scenery and WFH (Work from Hawaii). This unique travel campaign repositioned the islands as the perfect destination for remote work or a working vacation. The campaign created six bespoke residences – one on each of Hawaii's six islands – curated and designed specifically to entice New York's top six professional industries. Campaign advertised the residences in places where workaholics frequent most: LinkedIn, WeTransfer, WeWork spaces and OOH ads directly on their commutes.

## The Impact:

- The WFH project inspired 61,000+ first-time visitors to Hawaii
- Campaign was covered by over 300 media organizations from newspapers, national talk shows, top tech and lifestyle sites, and even the local weather
- Generated more than 50 million earned media impressions
- Over the course of the entire campaign, in addition to paid views, 505,887,039 earned impressions were garnered
- 53% increase in New York City travel inquiries
- Helped generate \$342 million increase in U.S. East visitor spending across the Hawaiian Islands
- More than 2,000 New Yorkers applied to be a part of the residences

# CASE STUDY: EXPERIENCE > NIGHT AT THE LOUVRE



To view this case study (video) , kindly refer to the recording of Masterclass session - Talkability: More than just PR.

## CASE STUDY:

# EXPERIENCE > NIGHT AT THE LOUVRE

Airbnb presents: A night at the Louvre

To mark the 30th anniversary of The Louvre's famous pyramid in 2020, Airbnb teamed with the Parisian gallery to run a competition which would see one lucky couple staying overnight alongside its world-famous collection, which includes the Mona Lisa and the Venus de Milo. The winner and a friend would be gifted a tailor-made tour of the museum, followed by a scrumptious meal and cocktails. Participants had to fill out an online form answering the question, "Why would you be the Mona Lisa's perfect guest?"

The Impact:

- Campaign won The Drum Awards for Experience across several categories including the Grand Prix, Brand Activation as part of an Integrated Marketing Campaign of the Year, Digital/Social Experience of the Year and Innovative Experience of the Year
- A young couple from Newcastle in Great Britain won, with her response ("I wrote about offering a drink to Mona Lisa, to ask her about Leonardo...We would also share a spritz, because she never had a chance to taste one.")
- Campaign exceeded all previous benchmarks and was the most successful "Night At..." installment to date
- The Louvre welcomed more than ten million visitors for the first time thanks to this campaign, making it the most visited museum in the world

Source: <https://bettermarketing.pub/how-airbnb-won-customers-by-offering-a-free-night-at-the-louvre-e43b40a4aacf>



# IN SUMMARY...

- Understand your audience to figure out the topics that will resonate
- Make it simple, relatable, relevant
  - St + Fo + PL (Stories + Formats + Platforms)
- Remember to make people Fe (feel) and Ex (experience) your brand and not just promote a product to drive talkability
- Lastly, **bring the magic and be bold!**