

# MEDIA PROPOSAL – UNIVERSAL STUDIOS SINGAPORE

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## Executive Summary

Universal Studios Singapore (USS), opened in March 2010, is the first Universal Studios theme park to be launched in Southeast Asia. It attracted more than 1 million visitors within its first six months of operation (Lim 2010), and was one of the top 10 gated attractions that assisted the Singapore tourism industry to achieve a record high visitorship for the year 2011.

The Battlestar Galactica is prided as the main attraction ride for USS during its initial launch and was expected to bring in high volumes of visitors. However, due to technical glitches and faults with the rollercoasters, it was forced to temporarily close down and was only officially re-opened in February 2011.

Universal Studios Singapore (USS) identified that this incident may lead to the public being skeptical about the safety of the rides, and in turn causes a major drawback to the sales and visitorship of the theme park. Hence, NAME was engaged to propose an appropriate media proposal that would attract and retain local Singapore residents to the theme park.

This report covers an extensive spread of strategic media planning; focusing on comprehensive media objectives which would aid in the selection of above the line and below the line advertising media categories. The agency has identified the target market to be aged 15 to 34 years old, and Students and Executives. This group of people is known to be out-going, sociable, tend to be thrill-seeking, and also receptive towards new concepts. They also spend long hours maintaining their social networks and are exposed to various media, such as television, magazines, outdoor, but mainly and most frequently, the internet.

One of the Media Objectives that formed aims to reach to least 50% of the target audience and to attract them to the theme park within a span of 12 weeks. The reach and frequency of the various chosen media vehicles are calculated to determine their cost-effectiveness in regards to reaching out to the most number of target audiences possible.

The proposed media schedule and budget allocations are also included in this media proposal to provide and overall recommendation to USS for their final assessment towards the approval of the suggested media campaign plan.

Last but not least, this report was churned based on definite analysis and research that offers practical yet effective media plans for Universal Studios Singapore (USS).

## 1. Company Profile

### 1.1. Universal Studios Singapore

Universal Studios Singapore (USS) is one of its first to be launched in Southeast Asia and is said to be a combination of the best from existing Universal Studios amusement theme parks in Hollywood, Orlando and Japan. USS features 24 exciting attractions divided into 7 themed zones, made to satisfy thrill-seeking individuals and also for the enjoyment and comfort of families. Located within Resorts World Sentosa, USS joins the sensational line-up of hotels and attractions in one of Singapore’s biggest and most anticipated tourism and hospitality projects. Within its first 6 months of operation, more than 1 million visitors were attracted to the theme park (Lim 2010). In 2012, USS was acknowledged to be one of the top 10 gated attractions that helped Singapore to achieve its record high visitorship for year 2011 (*Tourism receipts hit S\$22.3 billion last year, visitor numbers at record high 2012*).

### 1.2. Battlestar Galatica

The Battlestar Galactica is prided as the main attraction ride for Universal Studios Singapore during its initial launch. It is the world's tallest duo roller coasters, themed after the hit television series, Battlestar Galactica. Consisting of two intertwined coasters, the HUMAN® and CYLON® offer riders the choice between speed and design through their exhilarating repertoires of rapid twisting, turning and dropping movements (Resorts World at Sentosa n.d.). Riders can be rewarded with an intense aerial experience with near collisions and is definitely not for the weak-hearted.

### 1.3. Products and Services

<b>Attraction Rides/Show</b>	
Pantages Hollywood Theater® featuring Monster Rock™	An indoor rock-n-roll musical featuring pyrotechnics and the infamous monsters from Universal
Lights, Camera. Action!™ Hosted by Steven Spielberg	An indoor movie special effects show
TRANSFORMERS The Ride: The Ultimate 3D Battle	A hyper-realistic 3D thrill ride
Battlestar Galactica: HUMAN vs. CYLON™	Outdoor roller coasters with exhilarating aerial movements
Accelerator®	A seated spinning ride
Revenge of the Mummy®	An indoor high-speed roller coaster with exhilarating movements in total darkness
Treasure Hunters®	A light-hearted outdoor exploration motor car ride
Jurassic Park Rapids Adventure®	A thrilling river raft ride
Canopy Flyer™	An outdoor aerial ride
Dino-Soarin'®	An outdoor children’s ride
Amber Rock Climb™	An outdoor exploration rock climbing challenge
WaterWorld™	A staged live water action stunt spectacular featuring pyrotechnics
Shrek 4-D Adventure	An indoor 4-D film experience
Donkey LIVE	An indoor live interactive show
Magic Potion Spin	An indoor miniature Ferris Wheel for children
Enchanted Airways	An outdoor children's roller coaster
Madagascar: A Crate Adventure	An indoor family river boat ride
King Julien’s Beach Party-Go-Round	Madagascar-themed family carousel

<b>Street Entertainment</b>	
Daddy O’s	Outdoor live sing-and-dance performances
Mel’s Dinettes	
Character Meet and Greet	Meet, greet and phototaking with popular characters from Universal.
The Rockafellas	Live street B-Boy performance
Madagascar Boogie	Guerrilla song-and-dance performance by the characters of Madagascar and phototaking session

<b>Dining</b>	
Celebrity Cafe & Bakery™	Gourmet café with all day breakfast
Hollywood China Bistro®	Chinese bistro serves both traditional Cantonese favourites and "East meets West" cuisine
Mel's Drive-In®	Drive-in styled diner serving all-American favourites
KT's Grill®	Steakhouse
Loui's NY Pizza Parlor®	An Italian restaurant specialised in serving original New York pizzas
StarBot Café™	A futuristic restaurant serving a variety of Asian delights
Oasis Spice Café®	Egyptian-themed cafeteria serving Middle Eastern specialties
Discovery Food Court®	Serving up Singapore local dishes
Fossil Fuels®	Hotdog buns
Fairy Godmother's Juice Bar	Juice Bar
Friar's	Serves specialty sandwich wraps
Goldilocks	Fried Chicken joint
Marty's Casa Del Wild	Southeast Asian cuisine
Gloria's Snack Shack	Japanese and Indian inspired bento sets

<b>Shopping</b>	
Universal Studios Store®	A shopping spectacular offering the largest variety of Universal Studios themed collectibles, toys and apparel, imported sweets and chocolates and fun and wacky accessories.
The Dark Room®	
Star Characters™	
Silver Screen Collectibles®	
SuperStar Candies®	
The Brown Derby®	
That's a Wrap®	

#### 1.4. SWOT Analysis

<b>Strengths</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>Well-Established reputation and strong brand equity</li> <li>Develops a great reach by utilizing Movie themes as theme park rides</li> <li>Financially sound, strong cash flow and tangible assets from Resort World Sentosa</li> <li>Located in the central district of Singapore</li> <li>Loyal Customers</li> <li>Insurance and reliability of customer's safety precaution.</li> </ul>	<ul style="list-style-type: none"> <li>Inactive and Weak social networking and online presence.</li> <li>Inflated Ticket Pricing for Target Market</li> <li>Limited offer of product categories</li> <li>Lack of exposure in advertising media</li> <li>Unable to adapt in weather conditions</li> <li>Long waiting time for rides during weekends</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>Promotional materials can be offered constantly</li> <li>Using traditional media as a frequency to remind our target audience of Universal Studio</li> <li>Increasing population of Singapore residents with higher disposable income – more purchase power</li> <li>Creation of Innovative and thrilling rides</li> <li>Social Network trend of circulation and sharing</li> </ul>	<ul style="list-style-type: none"> <li>Economic crisis</li> <li>Consumer preference</li> <li>Change of consumer demographics and psychographics</li> <li>Safety of customers</li> <li>Natural Disaster</li> <li>Rising competition</li> <li>Technical Issues resulting in decrease of sales revenue</li> </ul>

## 2. Competition

### 2.1. Direct Competitors

Attraction	Theme	Positioning	Media Used
<b>Skyline Luge</b>	Truly unique outdoor experience for all ages	<ul style="list-style-type: none"> <li>Specializes in a one-of-a-kind outdoor ride that cannot be found anywhere else in Southeast Asia</li> <li>Allows access to the Skyride for a fantastic panoramic view of the city skyline and coastline</li> <li>Riders are given full control to navigate down their chosen route of either 650km or 688km</li> <li>A night route option is also available after dusk</li> </ul>	<ul style="list-style-type: none"> <li>Preference to use actual riders in advertisements</li> <li>Usage of BTL advertising; Brochures, POP and Skyline Luge on Sentosa's Website</li> <li>Usage of ATL advertising; Newspaper ads, Magazine ads and Outdoor ads</li> <li>Social Networking; Skyline Luge on Facebook</li> </ul>
<b>Wild Wild Wet</b>	A better way to get wet	<ul style="list-style-type: none"> <li>Outdoor water amusement park</li> <li>Special design and wide selections of attractions and rides in Singapore's only water theme park</li> <li>Pro-family business</li> </ul>	<ul style="list-style-type: none"> <li>Usage of BTL advertising; Brochures, POP and Website</li> <li>Usage of ATL advertising; TV commercials, Newspaper print ads and Magazine print ads</li> <li>Social Networking; Wild Wild Wet on Facebook</li> </ul>

### 2.2. Indirect Competitors

Attraction	Theme	Positioning	Media Used
<b>Genting</b>	Fun City Above the Cloud	<ul style="list-style-type: none"> <li>Biggest theme park in Malaysia with 40 attractions and rides</li> <li>Provide both indoor and outdoor rides</li> <li>Wide range of facilities and thrilling rides including a Water Park</li> </ul>	<ul style="list-style-type: none"> <li>Preference to engage local celebrity endorsers</li> <li>Usage of ATL advertising; Newspaper ads, Magazine ads and Outdoor ads.</li> <li>Social Networking; Genting Theme Park on Facebook</li> </ul>

<b>Disneyland Hong Kong</b>	Inspiring happiness	<ul style="list-style-type: none"> <li>• Premier resort destination</li> <li>• Specially designed themed rides and attractions</li> <li>• Offers a wide variety of magical entertainment experiences</li> </ul>	<ul style="list-style-type: none"> <li>• Preference to engage Disney characters as endorsers</li> <li>• Usage of BTL advertising; Brochures and Website</li> <li>• Usage of ATL advertising; TV commercials, Newspaper print ads and Magazine print ads</li> </ul>
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### 3. Target Market

#### 3.1. Target Market Profile

##### 3.1.1. Population Size

The Total Singapore Population as at 2011 was reported to be 5,183,700. To help facilitate better coverage of the media plan, the scope of focus will be narrowed down to the Singapore Residents population only, which amounts to 3,789,300 as at 2011 (Singapore Department of Statistics 2012).

**Table 1.2 Age Distribution of the Resident Population**

Age Group (Years)	1990	2000	2010	2011
Total (%)	100.0	100.0	100.0	100.0
Below 15	23.0	21.9	17.4	16.8
15 – 24	16.9	12.9	13.5	13.6
25 – 34	21.5	17.0	15.1	14.8
35 – 44	16.9	19.4	16.7	16.4
45 – 54	9.0	14.3	16.6	16.7
55 – 64	6.7	7.2	11.7	12.4
65 & Over	6.0	7.2	9.0	9.3
Median Age (Years)	29.8	34.0	37.4	38.0

##### 3.1.2. Demographics

Due to the nature of the Battlestar Galactic ride, the new proposed target market has been identified to be Singapore Residents aged 15 – 34 years old, who will be a more suitable and receptive market segment towards the media plan. Referring to Table 1.2 on the left, the total targeted population has been determined to be 1,076,161 (28.4% of the overall Singapore Residents population).

The individuals in this Target Population are mostly students belonging to tertiary or higher education institutions and also including the PMEBs (Professionals, Managements, Executives and Businessman).

##### 3.1.3. Psychographics

Market segmentation is believed to be able to group individuals who share meaningful relationships in terms of characteristics and behaviours that are useful to marketers (Boote 1984). The individuals in this chosen market segment belong to the Generation Y population, also known as the Echo Boomers. Individuals in the same generation are known to share alike mind-sets as they go through similar experiences in life. This can result in similar motivations to account for the choices and behaviours they make or do (Smith 2009). People of Generation Y are believed to be out-going and sociable individuals who are constantly

seeking for new and innovative concepts. They engage widely in social media interactions and are also very interested in out-of-home activities in regards to sports and entertainment. These self actualisers and strivers are driven by the need to be different and are more willing to challenge themselves to trying new things, making them very receptive to advertisements.

#### **3.1.4. Lifestyle**

The members of this Target Population consist of carefree students and individuals, fresh undergraduates who have just started pursuing their career and also the esteem seekers who are more experienced in the work force. Despite facing tight working schedules, these people understand the need to fun once in a while whether alone or with company. Generation Y is the first generation that grew up with abundant exposure to digital technologies and have naturally adopted these tools as their primary mechanism for communication, education, information gathering and sharing (Smith 2009). They spend long hours maintaining their social networks and are usually technologically savvy and engage in a great deal of internet activities.

#### **3.1.5. Purchase Behaviour**

The selected Target Population is recognised to be the largest consumer segment through their high expenditure on engaging in entertainment and socialization services, with 55% of our survey respondents agreeing that they are willing to spend \$200 – \$600 per month on such activities. They are willing to spend more for quality and are able to influence the purchase decision of others through peer pressure and the perceived benefits of bulk purchases.

#### **3.1.6. Consumption Behaviour**

The motivations for them to purchase any product or service are usually related to the need for pampering and rewarding oneself and others. They have high consumption on entertainment activities and enjoy spending time with others. They are more individualistic and like to be found at popular places, usually led by current trends (e.g. technologically, fashion, and places) in order to belong to the “in-crowd”.

#### **3.1.7. General Media Activities**

Through their lifestyles and collective behavioural patterns, the most preferred media activity for the target audience has been identified to be the internet. 55% of the survey respondents indicated that they spend more than 5 hours on internet activities during their leisure time while the remaining 45% of the target market also recorded a relatively high usage of the internet of above 3 hours during their leisure time. The most frequently visited websites by the target market are Google (95%) and Facebook (75%). Some other media activities that they were found to be engaged in frequently are Cable TV; magazine, with more than 50% of the target market reading 8 Days and i-Weekly; and radio, where majority of our target market are 98.7FM listeners.

### **3.2. Target Market Survey**

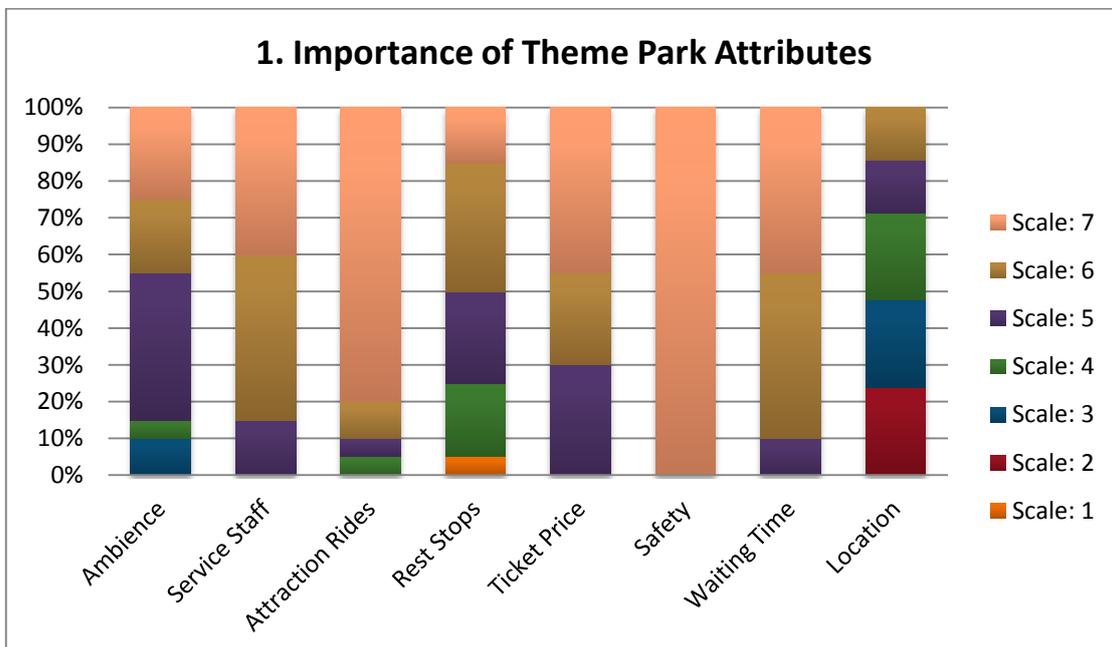
A survey questionnaire was conducted on 20 respondents who are aged between 15 to 34 years of age from the general public. The primary objective of the survey is to discover the psychological determinants in regards to theme parks, as well as to investigate on the media consumption activities among this particular age group. The respondents are required to meet 2 criteria, the target age group of 15 to 34 years old, and must be an active user of at least one category of the various media platforms.

Survey questionnaires are one of the most current and cost-effective form of research. The survey results were being tabulated and analyzed by all the team members so as to minimize biasness and research measurement errors.

### 3.2.1. Key Findings

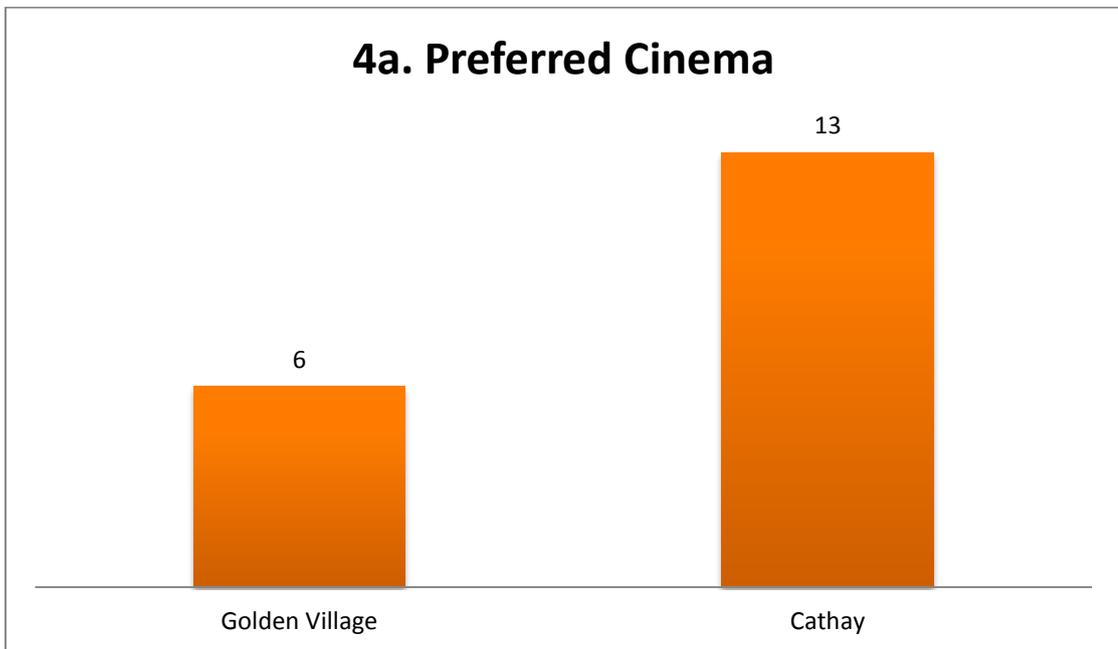
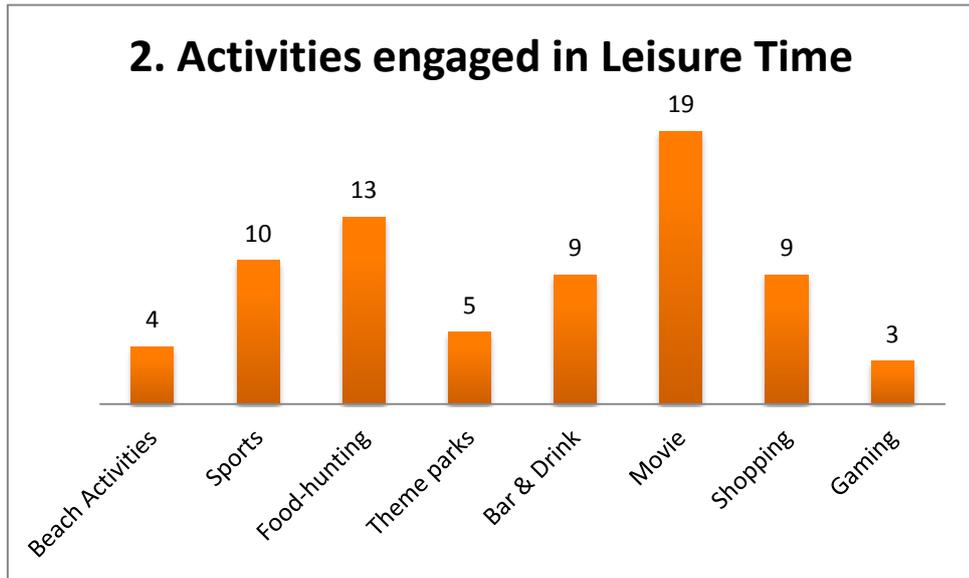
- **Top 3 importance attributes when choosing a Theme Park**

- 1) From the survey, it can be concluded that Safety is the most important attribute as All 20 of the respondents mark it as 7 (the most important).
- 2) High number of responses indicates that variety and standard of the Attraction Rides available in the theme park is of the next important attribute that the respondents will consider of a theme park.
- 3) Respondents also feel that the Waiting Time is an important attribute that they would consider when choosing a theme park.



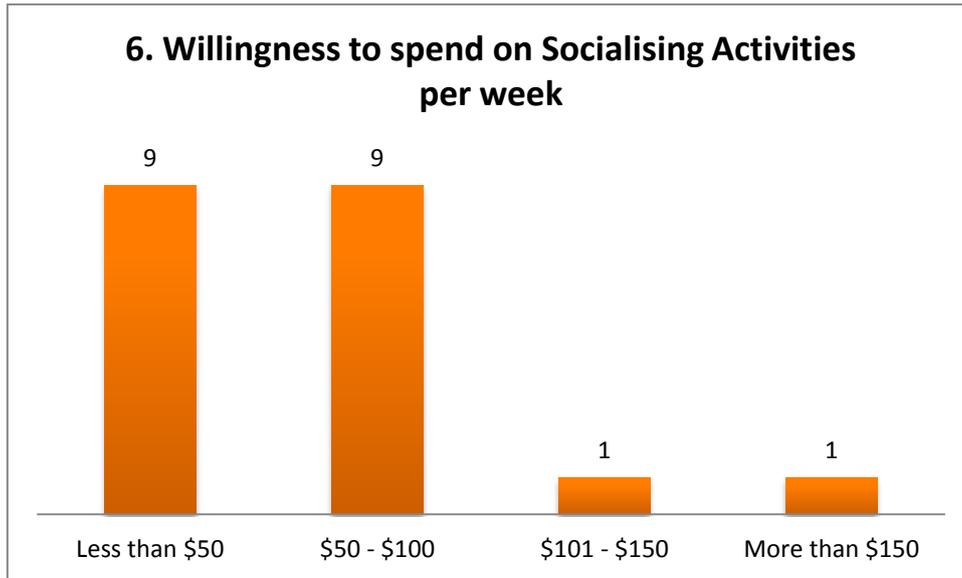
- **Highly likely to spend their leisure time watching movies at Cathay Cineplex**

- 1) 95% of the 20 respondents stated that they usually go to the Movies when they are free. Followed by food-hunting at 65% and doing sports at 50%.
- 2) Respondents who watch movies often were also asked which cinema they prefer, and 68% out of the 19 who said that they enjoy going to the movies responded with Cathay Cineplex as their first choice.



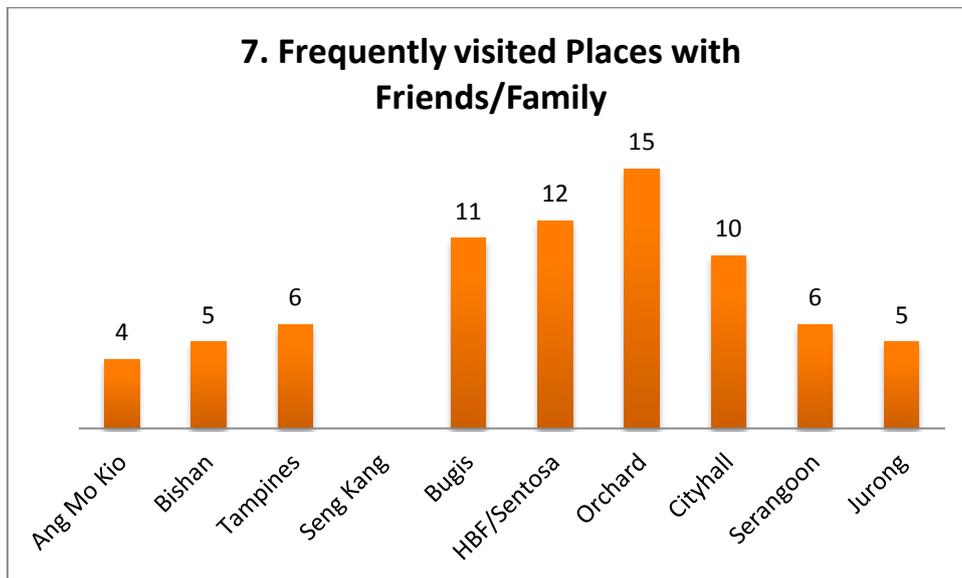
- **Relatively willing to spend on socializing activities**

Although 45% of the respondents are willing to spend only less than \$50 a month on socializing activities, there is another 45% that is willing to spend from \$50 to \$100.



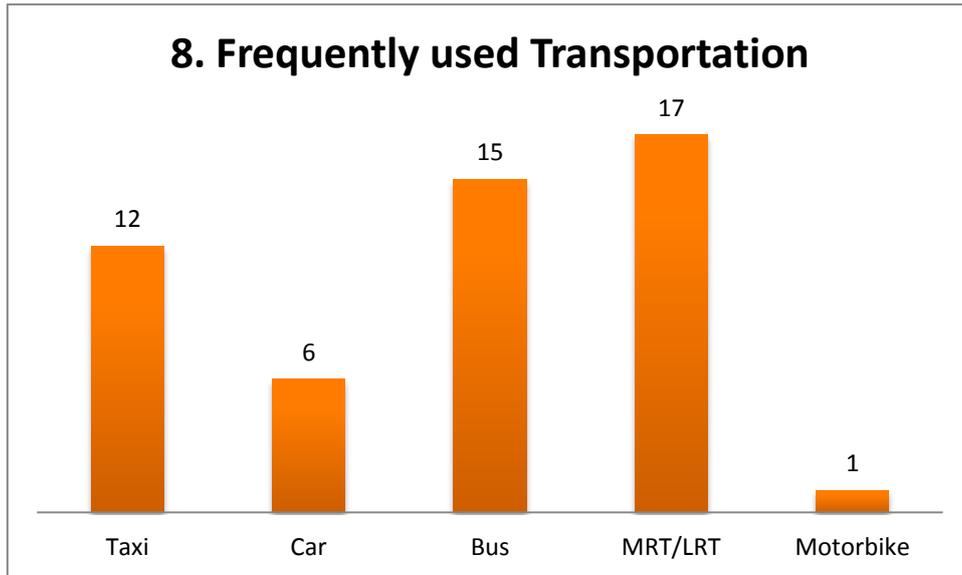
- **Top 3 most frequented Places**

- 1) Orchard is the most frequented place as gathered from the survey. Out of 20 respondents, 15 of them frequently visit the area with their friends and family.
- 2) Harbourfront/Sentosa is the second most frequently visited area that they would go with their friends and family.
- 3) A relatively high number of respondents also indicated that they frequently visit the Bugis area too.



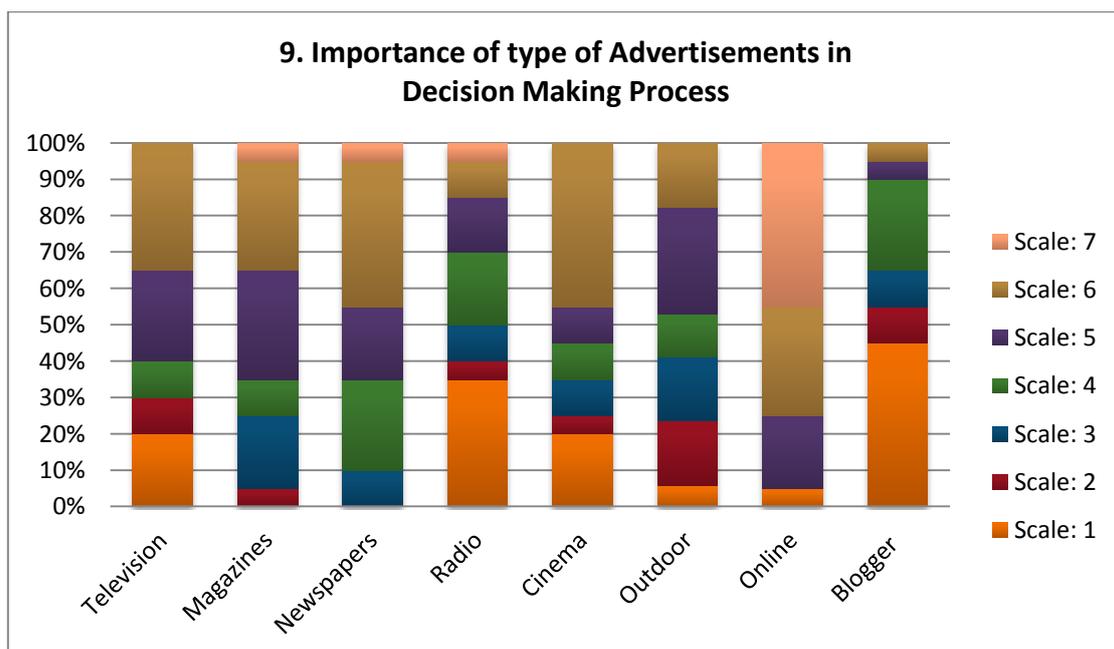
- **Top 3 most frequently used Transportation**

- 1) The most frequently used transportation as indicated by the respondents is the Mass Rapid Transit (MRT) with a high number of 17 respondents choosing it.
- 2) Buses are also frequently used by the respondents as the number fall only slightly shorter than the MRT.
- 3) Respondents also tend to travel by Taxis more often as compared to cars and motorbikes.



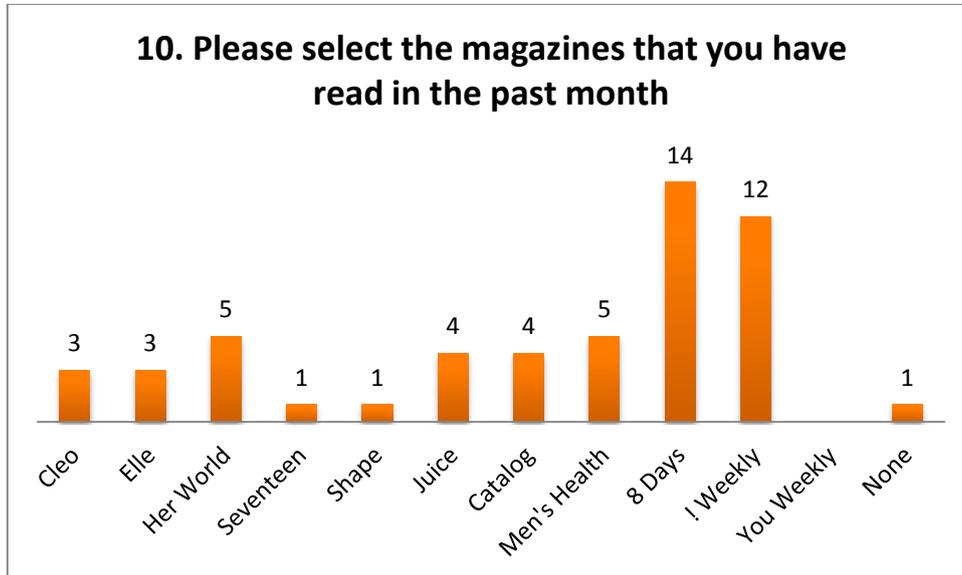
• **Top 6 most influential type of Advertisements**

- 1) The survey results showed that 95% of the respondents found Online advertisements to be the most important form of advertising that would greatly influence their decision making process the most.
- 2) More than 60% of the respondents feel that Magazine advertisements are important to them in making their purchase decisions towards products.
- 3) Respondents also feel that Newspaper advertisements are relatively important in affecting their choices to purchase a product.
- 4) Chosen by 60% of the respondents, Television advertisements are also important forms of advertising to the respondents.
- 5) It was also known that Cinema advertisements were highly influential to the respondents, with 55% of them stating that cinema advertisements were important to them in the decision making process.
- 6) Another form of advertising that is important are Outdoor advertisements with a high figure of 45% of respondents choosing the category.

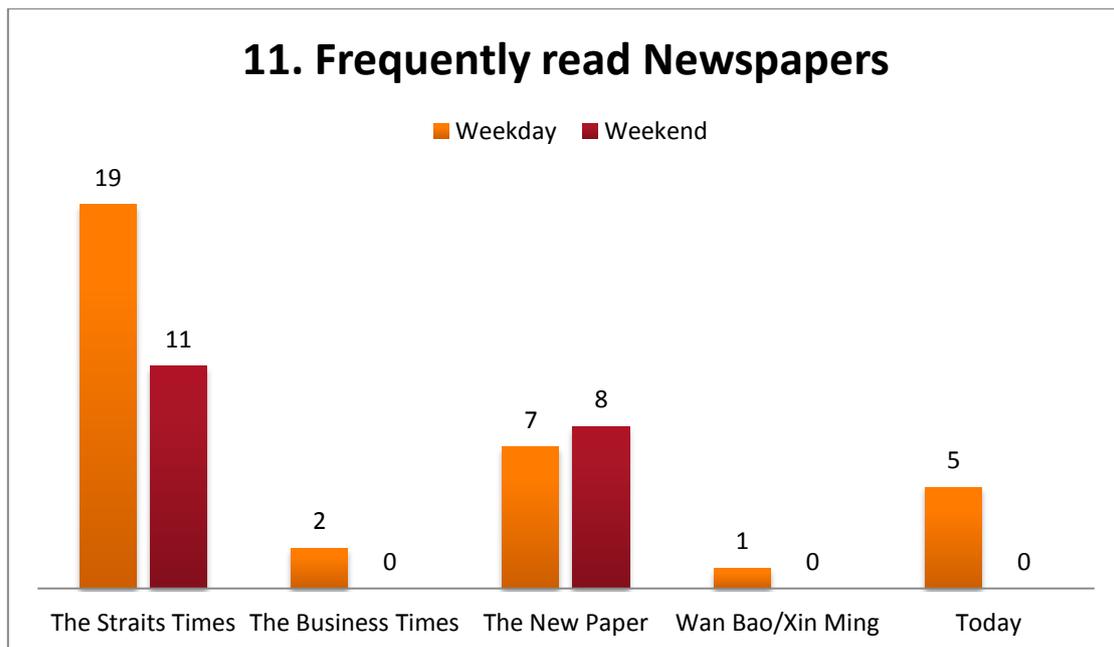


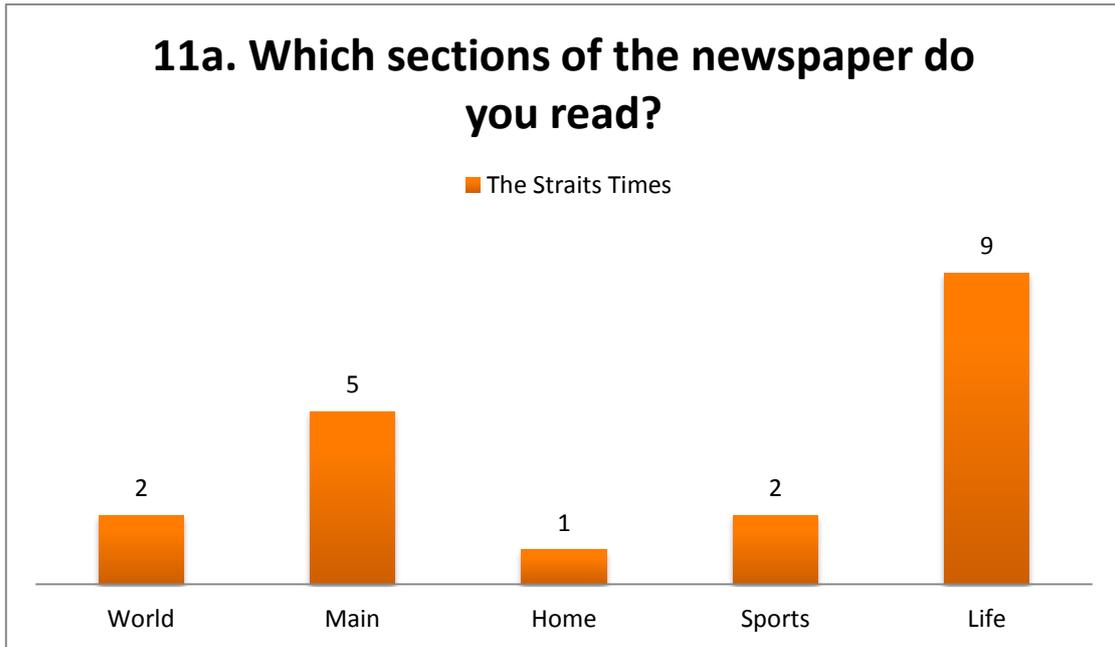
• **Top 2 most read Magazines**

- 1) 8 Days proved to be the most read magazine amongst the respondents with 70% of them reading it in the past month.
- 2) The next most popular magazine would be i-Weekly, which gathered 60% of the responses.



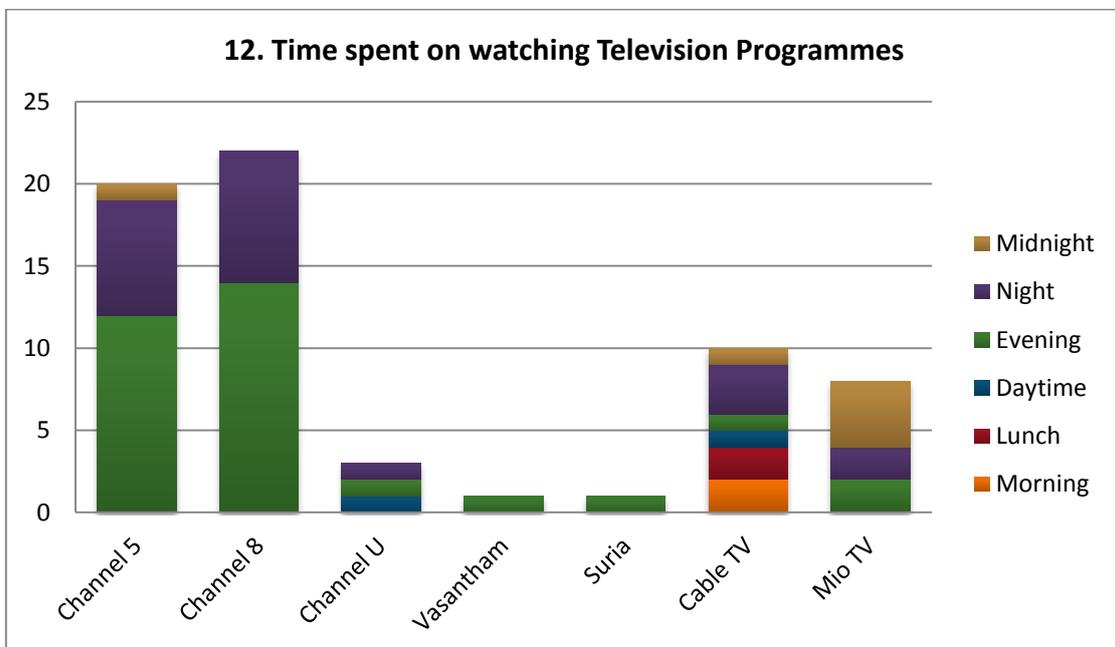
- The Straits Times the most frequently read Newspaper during the weekdays, with the Life! Section being read the most.
- 1) The Straits Times remains the most widely read papers within the group of 20 respondents. 95% of our respondents read it during the weekdays, whereas 55% read it on the weekends.
  - 2) Out of the 19 respondents who read The Straits Times, 47% of them read the Life! Section of the newspapers, which is the highest frequency of all the sections that were listed.





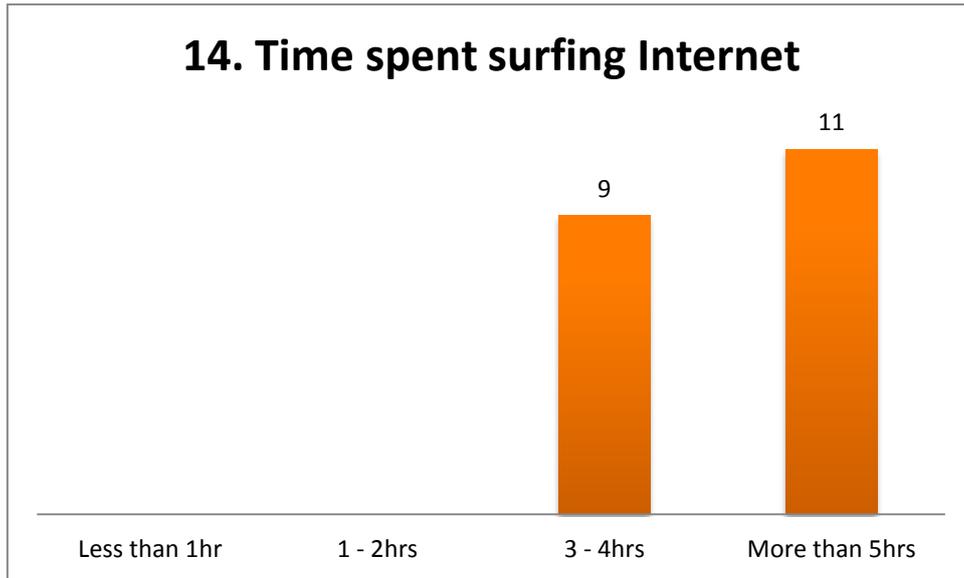
- **Top 2 most watched Television Programmes watched during the evening**

- 1) The most watched Television Channel is Channel 8, with the most number of responses. 63% of the respondents who watched Channel 8 watch it during the evening period, which is 7pm-10pm
- 2) The next most watched Television Channel is Channel 5, just falling slightly below Channel 8. Similar to Channel 8, the respondents mostly watch the programmes on the channel in the evening period.



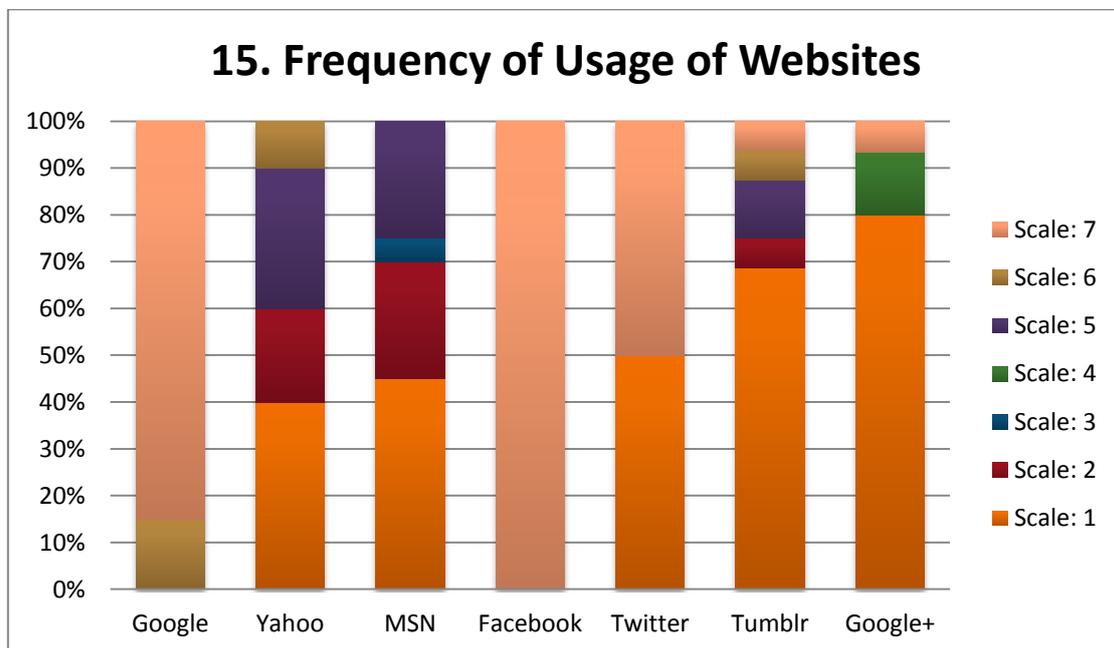
- **Amount of time spent on the Internet is relatively high**

55% of the respondents spend more than 5 hours surfing the internet, while 45% spend a relatively lesser time, 3 to 4 hours, on the internet.



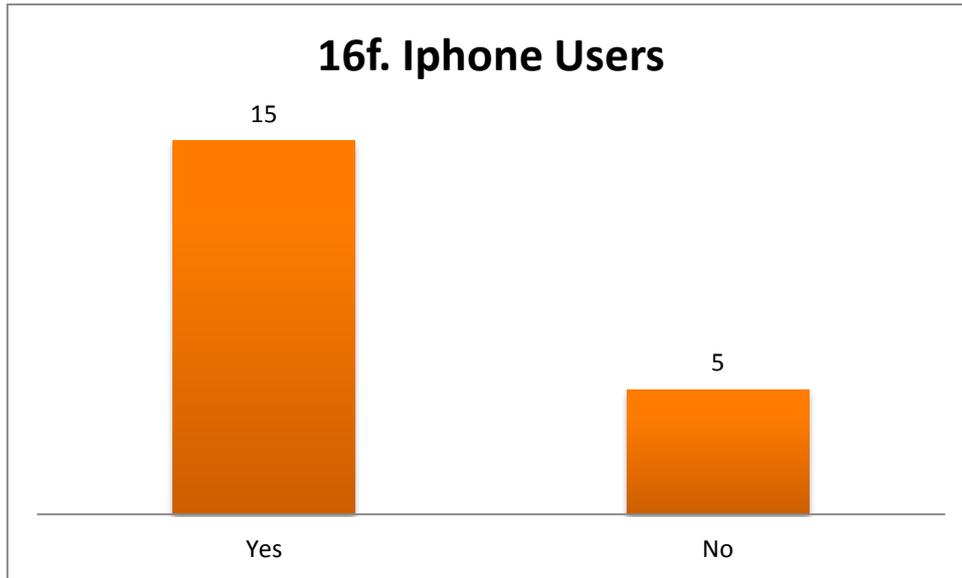
- **Top 2 most frequently visited Websites**

- 1) The website with the highest frequency rate would be Facebook, with 100% respondent rate.
- 2) The next most frequently used website is Google, which most respondents felt that they visit frequently too.



- **Most respondents are iPhone users**

As one of the advertising tools was to create an iPhone application as a form of interactive media for our targeted group, respondents were asked if they were iPhone users. 75% of them were, while 25% were not.



#### **4. Marketing Problems**

When Universal Studios Singapore first opened in 2010, there were very high anticipations about the Battlestar Galatica ride as it was the world’s first interloping high speed rollercoasters. However barely after opening, technical malfunctions were discovered and the ride was closed indefinitely. Now that the repair works for the ride has been done, it is scheduled to be reopened. However due to the long period of closure over safety concerns, USS face several marketing problems. They are identified as the following:

1. Lost in attention and pulling power with the Battlestar Galatica target audience;
2. Lack of awareness and publicity to reach out to their target audience; and
3. Lack of assurance with safety issues regarding the ride.

As a result of the above issues, heavy marketing efforts through effective media placement to reach out to the target audience are strongly needed.

#### **5. Marketing Objectives**

- To achieve 70% of target audiences’ awareness on the re-opening of Battlestar Galatica in USS.
- To increase awareness of the theme park through placement of media strategies
- To increase annual total revenue by 40% within 12 months.

The above marketing objectives will be achieved through the creative objectives and maximizing the media coverage of Universal Studios Singapore through achieving the media objectives.

#### **6. Advertising and Creative Objectives**

- Showcase the safety & excitement of the Battlestar Galactica through interactive media platforms

Statistics from the primary research done in the survey states that 100% of the respondents feel that safety is the most important attribute when deciding to go to a theme park. 90% of the respondents also feel that the variety and standard of the attraction rides in the theme park is key attribute in deciding to go to a theme park.

Furthermore, Battle Star Galatica was closed indefinitely upon the first opening resulting in a loss of security with the safety of the ride. With the re-opening of the ride and basing on the above statistics, the creative objective is to demonstrate the 100% safety yet joy & excitement of taking the ride.

- Deliver & generate a high impact & interest

One of the creative objectives for the campaign is to deliver and generate a high impact and interest with the target audience by achieving high perception and positive emotions. This in turn will lead to an increase in behavior towards purchasing tickets to Universal Studios Singapore.

- Drive behavior up

The main marketing objective is to increase annual revenue for Universal Studio Singapore therefore it is one of the key creative objectives to drive target audience's behavior in terms of contact, buy and try etc.

## **7. Media Plan Goals and Objectives**

- To reach at least 50% of the target audience aged between 15-34 within 12 weeks of advertising and the budget of \$300,000

A reach of 50% of the target audience aged between 15-34 yields a total of 538 080 people. This is considered a fairly aggressive media campaign. The media campaign's main objective is to increase awareness of the reopening of the "Battlestar Galatica" thus reach is of high importance than frequency.

Out of the 12 weeks, the media campaign will spread out to 3 phase with each phase consisting of 4 weeks, from May to July. We will be adopting the wedge pattern flighting schedule during our 12 weeks advertising period. Our media objectives for phase 1 is to reach at least 70% of the total 538, 080 using a budget of \$200 000 and maintain at least 3 times frequency. Phase 2's objective is to reach at least 20% of the remaining and to maintain at least 3 times frequency of the 90% reach so far. Phase 3 objective is to reach out to the last 10% and continue to maintain at least 3 times frequency of the total reach. Budget for phase 2 and 3 will be \$60 000 and \$40 000 respectively.

- To have at least 3 times frequency per week among various selected media

Based on the 3-hit theory, at least 3 exposures within a purchase cycle is optimal. The media campaign aims to expose target audience minimum 3 times to increase effectiveness of the reach and ensure that the awareness is increased.

- To achieve High in Perception and Persuasion and induce positive Emotions and Behavior in our target audience.

This media objective is to support the marketing objective to increase exposure, awareness, and recognition and driving attention and interest for RWS Universal studio and towards the re-opening of the Battlestar Galatica. Once high perception is achieved, there will be a higher chance of persuasion to induce positive emotions and resulting in positive behavior of going to Universal studio thus increasing revenue.

- To achieve a Total Combined Reach of minimum 80% for all the selected media vehicles within the 12 week campaign.

A combine reach of 80 stretched across all the media vehicles is a fairly aggressive campaign. In order to promote the USS reopening of the BattleStar Galatica, reach is of most importance to ensure the highest awareness level.

## **8. Media Categories**

### **8.1. Below-The-Line (BTL)**

BTL advertising is media that are not owned by a commercial supplier like direct mail, trade shows, catalogues, exhibits, endorsement, sponsorship, internet etc. The marketing categories chosen under BTL will be internet, corporate partnerships & tie ups.

- Internet

Using the internet to promote Universal Studios Singapore is crucial and critical to achieve the marketing & media objectives. In today's society, there is a heavy growing trend of Generation Content in the proposed target audience, which captures an avalanche of consumer generated 'content' that is building on the Web, adding tera-peta bytes of new text, images, audio and video on an ongoing basis. Primary research from our survey shows statistics that majority of the target audience (assuming that the respondents represents the mass) spends more than 5 hours surfing the internet with a high majority of them frequenting Facebook and Google. To reach out to them effectively, marketing efforts are proposed to be concentrated using the internet category.

- Corporate Partnership & Tie Ups

The growing appetite for corporate tie-ups in service-based industry is evident from the growth of revenue increase in the industry. Whether F&B, health, education, beauty or any other service-based industry, all are aiming at creating a space under the umbrella of corporatisation. Corporate Tie ups will be an effective category for UniversalStudio Singapore to reach out to its target audience.

### **8.2. Above-The-Line (ATL)**

ATL advertising is defined as advertising through traditional mass media such as television, radio, newspaper and magazines. The marketing categories chosen under ATL will be television, newspaper, magazine and out of home advertising. The marketing objective in this media campaign is to publicize the re-opening of the Battle Star Galatica, thus in order to fulfil this objective, reach is of most importance. The media categories chosen maximises the potential amount of reach that Universal Studio Singapore be able to hit out to.

- Television

The impact of TV commercial is the most influential that captures one of the highest reach & frequency in Singapore. In 2011 the media development authority (MDA) reported that the total reach of these PSB programmes in FY10 was 93.7% or 4,472,000 viewers aged four and above. These statistics justify that Television will be one of the most effective media category that is able to fulfil the marketing objective mentioned above. This statistics are backed up by the primary research done in the survey as 60% of the respondents has stated that Television is an influential medium for advertisements.

- Newspaper

In Singapore, Newspapers have more than 50% share of the media ad market and it is estimated that the effectiveness of the Singapore Press Holdings is able to reach 3 million individuals daily. This will lead to a high gross rating that the marketing campaign can reach out to. Thus Newspapers is a fine and valid choice for this media campaign. These statistics are backed up by the primary research done in the survey as 60% of the respondents stated that Newspaper is an influential medium for advertisements.

- Magazine

While television and newspapers are able to maximise the potential reach of the media campaign, magazines have a customized target profile which the media campaign can leverage on to effectively streamline its target marketing and enhance effective reach of its target audience. Statistics from the primary research done in the survey states that 65% of the respondents feel that Magazines is an influential medium for advertisements. Therefore magazines is chosen.

- Outdoor Advertising

In whatever kind of business one is engaged, careful consideration to the means to reach the target market is paramount. In order to maximize further reach and frequency, this media campaign will be choosing out of home advertising to fulfil its marketing and media objectives. The combination of color and size of words of the out of home media captures the attention of the audience and are able to get the intended message. Also the repetitive effects associated with out of home media assist in creating a lasting impression of the advert. A strategically placed out of home media can be a cost effective way of reaching a large market. Statistics gathered from the primary research done in the survey shows that many people within the target audience are heavily exposed to outdoor mediums like Taxis, Buses, Cinemas, Billboards etc. Therefore outdoor advertising is chosen as one of the key media categories.

**8.3. Media Category Evaluation for Universal Studio Singapore**

	High Reach Potential	Moderate frequency potential	Cost Effective	Minimal Wastage	High Impact and interest	Demonstrate safety yet joy and excitement	Drive behaviour
TV	✓✓	✓	xxx	xx	✓✓✓	✓✓✓	✓✓
Newspapers	✓✓	✓	✓	x	x	✓	✓✓
Internet	✓✓✓✓	✓✓✓✓	✓✓	✓✓	✓✓✓	✓✓✓	✓✓✓
Magazines	✓✓	✓	xx	✓✓	✓✓	✓✓	✓✓✓
Cinema	✓✓✓	✓✓	✓✓	x	✓✓✓	✓✓✓	✓✓✓
Outdoor	✓	✓✓✓	✓✓	xx	✓✓✓	xxx	✓✓

**9. Media Vehicle Selection**

**9.1. Below-The-Line Media**

**9.1.1. Internet**



It is proposed to choose advertising with Facebook as the internet media vehicle. Advertising on Facebook enhances reach & also encourages social interaction whether Business to Consumer and or Consumer to Consumer. Facebook can even be used to reach out to the target audience that are visiting Singapore (tourists) and attract them to Universal Studio.

Statistics from the primary research done in the survey further backs the secondary research as it states that 100% of the respondents frequent Facebook. By advertising on Facebook, the marketing strategy can be more targeted and able to identify key influencers, track and analyze engagement towards the advertisement. A Facebook page will be created in conjunction with the banner advertisement placement on Facebook to allow social interaction between Universal Studio Singapore and its consumers.

## 9.1.2. Corporate Partnerships & Tie-Ups

### a. Credit & Debit Card Partnership

Over the years, there had been an increased in usage of credit cards and there is a significant growing trend among PMEBs and even teenagers. The number of credit and charge cardholders in Singapore reaching 6,022,786 as of October 2010. The number of supplementary cardholders stand at 1,369,820 as of October 2010. This is a significant figure in the republic with an estimated total population(residents and non-residents) of 5,076,700 as at 2010.



Therefore partnering with credit & debit card companies is an ideal choice for Universal Studio Singapore to reach out to its target audience. Firstly this media vehicle has an added advantage that can enable the media campaign to have a customized & targeted marketing strategy to its ideal target market. Secondly, it can ensure that there will be sufficient effective reach out to its target audience. A strategy that can be used in the partnership would be to provide credit & debit card

users exclusive perks or discounts to the entry tickets or other products & services available in Universal Studio. For this, It is proposed that Universal Studio Singapore may tie up with Citibank under their CitiClear card. The citiclear card is a credit card tailored specially for tertiary students and young working adults that are aged between 15 - 34 years which fits the proposed target market Universal Studio Singapore is aiming at.

### b. School Tie-Ups

Part of the target audience ranges from 15 - 24 years age which large population of this range are students studying in Polytechnics & Universities. This media vehicle used here would be to tie up with schools to release promotional discounts towards students only. Universal Studio Singapore could have a tie up with the local polytechnics and universities student membership programs like Singapore Polytechnic, Ngee Ann, Temasek, NUS, NTU, SMU etc. This strategy would be useful in disseminating information about Universal Studio Singapore and increasing awareness towards a targeted audience that was proposed above.

## 9.2. Above-The-Line Media

### 9.2.1. Television

#### MediaCorp Channel 5



MediaCorp Channel 5 is a free-to-air English and Malay language television channel based in Singapore and are currently the leading English mass entertainment and lifestyle channel for the entire family. Channel 5 is known for its high quality, innovative local productions, award-winning acquired program and blockbuster movies.

Programs on Channel 5 normally include English language drama (both foreign imports and locally-made), movies, sports, reality show, variety show, news, current affairs and game show programs. Local editions of overseas programs like 'Singapore Idol', 'Who Wants to Be a Millionaire?', and 'Deal or No

Deal' have also been produced. This campaign is aiming to purchase a 15 seconds spot, broadcasting on 2 spots per hour and 6 spots per day with a \$500 x program loading (4) = \$2,000 per spots on the Friday, 7-10pm in the 3<sup>rd</sup> week and 4<sup>th</sup> week of May (Phase 1).

### MediaCorp Channel 8



MediaCorp Channel 8 is a 24-hour free-to-air Singapore Mandarin general news and entertainment television channel in Singapore. It is one of the two Singapore Mandarin over-the-air television channels in Singapore and is reputed to be the market leader when it comes to Chinese news and entertainment channel. It is the most watched home-grown Chinese channel in Singapore, enthralling its audience with high quality locally-produced and acquired programs.

This campaign is aiming to purchase a 15 seconds spot, broadcasting on 2 spots per hour and 6 spots per day with a \$500 x program loading (5) = \$2,500 per spots on the Friday, 7-10pm in the 3<sup>rd</sup> week and 4<sup>th</sup> week of May (Phase 1).

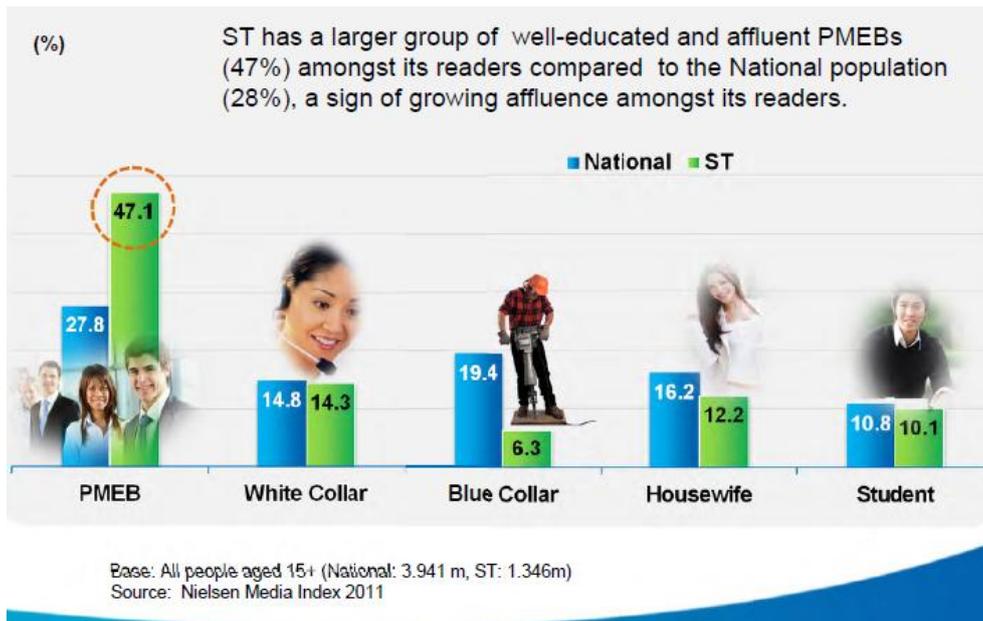
#### 9.2.2. Newspaper

##### The Straits Times

The Straits Times (ST) introduces a daily supplement of both local and world news and information. The readers of ST are affluent, well-educated and sophisticated individuals leading active lifestyles which are very similar as our target audience of ages ranging from 15 to 34.

The Straits Times has the highest readership among the newspapers in Singapore, according to the Singapore Department of Statistics, their latest statistics; it shows that 47% of ST readers are professionals, managers, executives and businessman (PMEBs) with high spending power and a high median personal income of \$3,700. This statistics show that it will have a great impact on our target viewers to meet the creative objective mentioned above.

The Straits Times recorded a readership of 1.35 million readers and an average circulation of 353,000 in 2011 locally, with a reach of 34% of the 1.346m population base on the chart below. Statistically, it is recommended that ST is the preferred advertising choice for newspapers.



## Media Execution

The days allocated for the placement of the Universal Studios advertisements will on Thursday and Friday of the week on the 3<sup>rd</sup> week of May and 1<sup>st</sup> week of June (Phase 1) to increase the reach and exposure.



The rationale behind why Thursday and Friday is the chosen day of the week is because the targeted readers as proposed will be exposed to Universal Studios print ad just before the weekend to gain top of mind recognition. And the scheduled point of posting this print ad is during the closing part of June which would be the school holidays.

The rationale why Life section was chosen from Straits Times is because of the contents in it with news of Hollywood celebrities, Movies, Travel, Arts and Music which fits perfectly with our readership profile.

Universal Studios Singapore Print ad will be publicize 2 times on the front page, half page full colour 27cm by 8 column at a base rate of \$45 per column, including full colour for \$9,900 at the front page with 40% loading fee ( $45 \times 27 \times 8 \times 1.4 + 9,900 = 23,508$ ) totalling the cost of \$23,508.

### 9.2.3. Magazine

#### 8 Days and i-Weekly

8 Days and i-Weekly are weekly entertainment and lifestyle magazines in Singapore. Although i-Weekly is more targeted towards a Chinese speaking audience, it is known to have a circulation of 125,000 and a readership of 158,000. 8 Days on the other hand, features content of the preferred choice with a relatively lower circulation of 55,741 with a readership of 139,000 locally.



The readers of these magazines are professionals, managers and executives (PMEs) and white collar workers aged between 20 – 35 years old. The title describes its reader characteristics traits as "hip, savvy, upwardly mobile, trendy and eager to know about dining spots and entertainment news".



Results from Nielsen Media Index reveals that readers of these magazines, which constitutes 4% of the local population, have an above average disposable income with high spending power, top priority is placed to keep up with fashion and trends. Statistically, it is recommended that 8 Days and i-Weekly is the appropriate choice of magazine selection for

the target market.

### Media Execution

The print advertisement for both magazines will be placed as full page and full colour (FPFC) on the 3<sup>rd</sup> week of May and the 2<sup>nd</sup> week of June (Phase 1) to instigate more public attention towards the reopening of the Battlestar Galatica.

#### 9.2.4. Out-of-Home Advertising

##### Bus Shelter



MediaCorp OOH Media was awarded the contract by Singapore Land Transport Authority in April 2011 to operate about 1,292 bus shelters advertisement panels all over Singapore. It offers a wide range of advertising option ranging from 6-sheets, 12-sheets, digital screen network, 2D and 3D installation. Some of which provides advertiser the option of creative execution to be explore on the Bus Shelters. A media partner, Magma Studios is working closely with MediaCorp to assist in creative element to be incorporated on the 6-sheet panels that MediaCorp operates. It helps to create Augmented Reality technology to allow the visual to come alive and allow interaction with the commuters.

##### Media Execution

With an estimated figure of 807,121 people being 75% of the target audience who always frequent Orchard and City areas, the proposed plan is to explore placing the creative execution on the bus shelter outside Heeren Orchard. It will be transformed to a Universal Studio themed bus shelter from the 3<sup>rd</sup> week of May till Mid June (Phase 1) for a campaign period of 4 weeks.

The bus shelter will incorporate creative, colorful and vibrant 3D installations on the rooftop. A series of bus shelter posters with 10 facings will run concurrently across Orchard and City areas. In addition, the 6-sheet posters with 30 facings will be placed in selected bus shelters island-wide around major heartland areas. The locations of the 6-sheet panels can be found in the Appendices.

In addition, with the Apple iPhone being the most preferred choice of mobile phone brand used by 75% of the target audience, an iPhone application will be developed by Magma Studio that will be made available on the Apple App Store for free downloading, accessible through the iPhone and iTunes. Through the use of this application, public transport commuters and pedestrians will be able to access the “scan” function of this application. Simply by scanning the Universal Studios Singapore 6-sheet posters that can be found island-wide, commuters can experience a new level of interaction with the advertisement through the innovative integration of augmented reality, allowing the images on their mobile phone to come alive. Commuters will then be able invited to play a pre-loaded game in the application to learn more about the reopening of the Battlestar Galactica and all the attractions and facilities available in Universal Studios Singapore.

## Taxis



MediaCorp OOH Media is partnering with Premier Taxi to market the advertising space on their taxis. This alternative in transit advertising offers a high level of reach across all loops and corners of Singapore. Trailing through busy business districts to iconic attractions to the heartland towns bordering the island, OOH Media is able to provide island-wide coverage for any advertising campaign.

## Media Execution

Based on the market survey conducted, 60% of the target audience selected taxi as one of their main public transportation choice when travelling around Singapore. The proposed plan is to book 80 taxis throughout the entire 12 weeks of the media plan to maximize the extent of outreach to the target audience. The main benefit of engaging the advertising space on the taxis is that it is able to travel through all accessible roads in Singapore, be it the heartlands, city, industrial or other areas, where the target audience may have the opportunity to see the advertisement.



## Mass Rapid Transit (MRT)

SMRT Media offers one of the largest outdoor advertising solutions. With more than two million passengers traveling daily across all the SMRT network. It target commuters that are constantly on the move. A wide range of refreshing idea coupled with a good mix of media will allow advertiser to seek innovative platforms for their campaign.

## Media Execution

From the survey results, 85% of the target audiences chose Mass Rapid Transits (MRT) as their most preferred form of transportation system in Singapore. The proposed advertising platform will utilize two main train lines across a period of 4 weeks, from the last week of May to the 3<sup>rd</sup> week of June (Phase 1 and 2). The advertisements will be printed as window stickers to be adorned on the glass panels inside of the trains. In 2010, the Land Transport Authority (LTA) of Singapore reported that the average daily ridership for MRT was

2,069,000. This allows the target market a greater opportunity to see the advertisement that can help in achieving our reach and frequency objectives.

### Billboard

JC Decaux (JCD) is the leading outdoor media specialist and was the first to have made its presence known in Singapore. Equipped with their extensive experience in Singapore's outdoor advertising mediums, JCD is able to offer advertisers a variety of outdoor advertising in the key transportation spots around Sentosa Island and along the express stations between Sentosa, Vivocity and Beach Station. In addition, they were also in charge of selected bus panels located around the island for the option of static advertisement.



### Media Execution

By leveraging on the special media package offered by JC Decaux, the proposed plan is to engage the advertising platforms in both Sentosa and Cineleisure to reach out to the people in the target market who may possibly

visit either or both places. This can help to increase both reach of frequency through the increase opportunity to see the advertisements.

The package consists of a mixture of 8 facings of static billboards at Sentosa train station and 10 facings at Sentosa bus shelters, which can easily instigate the impulses of the people from our target market to visit Universal Studios Singapore (USS); or there may be the possibility that they already have the intentions to visit USS as well since they are already in the vicinity. Additionally, 6 facings of static billboard are also available at Level 2 and Level 5 Cineleisure. The campaign period will stretch from the fourth week of May (Phase 1) where school holiday are about to begin and to the first week of July (Phase 2) with a total campaign period of 6 weeks.

### Cinema



JCDecaux markets all Cathay cinema screens island-wide. These cinemas are centrally located in high human traffic area such as Cathay Cineleisure, The Cathay, Cathay Ang Mo Kio, Cathay Causeway Point and Cathay Downtown East.

### Media Execution

43.3% of the target audience selected Cathay as their preferred cinema choice when compared to other competitors within the industry. The proposed plan is to advertise on the digital screens across the entire chain of Cathay cinemas across a campaign period of 4

weeks for 1 movie title. The campaign period will begin from the first week of June (Phase 1) till the final week of June (Phase 2). There will be more people commuting for enjoyment and entertainment purposes during this period as it is the commencement of the school holidays. According to JCD, they reported that 85% of visitors to Cathay Cineleisure Orchard are aged before 15 – 34, which represents the target market for this media plan. Additionally, 95% of the target market indicated watching movies as their top engagement during their leisure time in the survey, allowing a high chance of people from the target market to see the advertisements.

## **10. Reach and Frequency**

### **Facebook**

The cost for putting a Facebook advertisement is estimated to be an average of \$0.16 per impression (Socialbakers). Instead of paying per click, in a CPM campaign you purchase a set amount of impressions. An impression is a single instance of an ad appearing on a website.

The campaign is spread out into the first 8 weeks (Phase 1 and 2) with majority of the budget focused on the initial phase of 4 weeks. It aims to target an audience profile aged between 15 - 34 using the below findings & assumptions

1. Facebook currently boast a total membership of 2 669 140 users in Singapore
2. A study conducted by Morpace Inc states that 83% of the consumers aged between 8 - 34 years have a Facebook account
3. There is a total of 28.4% out of 45% of people aged between 15-34 (Singstats) thus basing on this statistics, it is assumed that there is a 52.15% out of the 83% that are aged between 15-34 in Singapore.
4. It is also assumed that the full 52.15% will have the opportunity to see the banner on Facebook.

<b>Facebook.com</b>	<b>Total Audience</b>	<b>Demographic Audience Profile for 2 months</b>		<b>Estimated Target Audience age 15-34</b>	<b>Total Cost</b>	<b>CPM</b>	<b>Reach</b>
		<b>Assume Target Audience % 8-34</b>	<b>Assume Target Audience % 15-34</b>	<b>8 weeks</b>	<b>8 Weeks</b>		
Phase 1	2669140	83%	52.15%	1155323	\$25,000	9.37	52.15%
Phase 2	2669140	83%	52.15%	1155323	15,000	5.62	52.15%

**Newspaper**

Based on the Straits Times readers' information, the total ST readers churned out to 1.35 million as of year 2011, the calculations are recorded in the table below.

Age	% of Total Readers	Total Readers
<b>15-19</b>	<b>6.8</b>	<b>91,528</b>
<b>20-29</b>	<b>16.1</b>	<b>216,706</b>
<b>30-34</b>	<b>23.6</b>	<b>317,656</b>
<b>34-49</b>	21.3	286,698
<b>50+</b>	32.2	433,412

It is assumed that out of the total ST readers of 1.35 million, 46.5% of readers ranging from 15-34 are our target audience that is needed to be reached.

Based on the tables listed from below, it is assumed that the total reader within our targeted age group has a population of 625,890 readerships for the Straits Times printed on Friday with Readers per copy (RPC) of 1.77. Readers per copy calculate the average number of readers per magazine or newspaper sold.

Newspaper Name	Circulation	Readership	RPC	Total potential reach
<b>Straits Times</b>	353,510	625,890	1.77	1350,000

**Magazines**

The readership for magazines is inclusive of both the primary and secondary readers. Primary readers are those who bought and read the magazine the publication while secondary readers are those who are reading the publication circulating around them.

Magazine Name	Circulation	Readership	RPC	Total potential reach
<b>8 Days</b>	55,741	139,000	1.26	203,636
<b>i-Weekly</b>	125,000	158,000	2.49	232,727

**8 Days**

It is calculated that out of the total potential reach of 203,636 for 8 Days magazine, assuming that 50% of readers ranging from 15-34 are our target audience that is needed to be reached. Based on the tables listed from above, it is assumed that the total reader within our targeted age group has a population of 139,000 readerships for the Straits Times printed on Friday with Readers per copy (RPC) of 1.26.

Magazine Name	Circulation	Readership (include both sexes)	RPC	Aged 15 – 34 years old
<b>8 Days</b>	55,741	139,000	2.49	158,000

Period	Advert Placement	Type/	15-34 years old	Reach	Costs	CPM	Freq	GRP
May-12 Week 3	Full Page, Color	Full	139,000	50%	\$6,720	\$48.35	2	100
June-12 Week 2								
			<b>139,000</b>		<b>\$6,720</b>	<b>\$48.35</b>		<b>100</b>

**i-Weekly**

For i-Weekly it is calculated that out of the total potential reach of 232,727 and assuming that 50% of readers ranging from 15-34 are our target audience that is needed to be reached.

Based on the tables listed from above, it is assumed that the total reader within our targeted age group has a population of 158,000 readerships for the Straits Times printed on Friday with Readers per copy (RPC) of 2.49.

Magazine Name	Circulation	Readership (include both sexes)	RPC	Aged 15 – 34 years old
<i>i -Weekly</i>	125,000	158,000	1.26	158,000

Period	Advert Placement	Type/	15-34 years old	Reach	Costs	CPM	Freq	GRP
May-12 Week 3	Full Page, Color	Full	158,000	50%	\$7,680	\$48.61	2	100
June-12 Week 2								
			<b>158,000</b>		<b>\$7,680</b>	<b>\$49.24</b>		<b>200</b>

**Television**

It is proposed that Channel 5 & 8 would be chosen as the media vehicles for Television. According to media development of authority's annual report statistics, Channel 5 & 8 has a total target audience of 3,453,000 and 3,632,000 respectively. In it also states that the reach for both is 72.4% and 76.1% respectively.

Both channel 5 & 8 are the most watched free to air channels in Singapore with both channel 5 & 8 targeting a mass demographic of people aged 4 & above. However the target market for Universal studio Singapore is aged 15-34 years.

The following charts are based on the following assumptions:

- 1) The population aged between 15-34 is 28.4% of the total population (Using the key annual indicator of the population by Singstats)
  - Therefore it is assumed that out of 3,453,000 and 3,632,000 viewers, 28.4% of those are within our target audience. (980,652 & 954,808)
- 2) The reach for both Channel 5 & 8 retains at 72.4% and 76.1% respectively towards the target audience

From the assumptions mentioned above, Channel 5 & 8 has been chosen as a media vehicle. There will be a total of two insertions for both channels with both on Friday, 7-10 pm. The insertions will be a 15 second spot with 2 spots per hour. This timing was chosen based on statistics of the primary research done on the best prime time that people watches TV. It is also further assumed that these spots will hit a 3 times frequency with a total exposure of minimum 6 times with the 15 second spot. The table below further supports the above.

Periods	Advert Type	Total Spots Per day	Spots Per week	Per month	Total Cost	Target Audience	CPM
May-12	Channel 5 15 sec spots	6	6	12	\$24,000	3459000	\$6.34
May-12	Channel 8 15 sec spots	6	6	12	\$30,000	3632000	\$8.26
		12	12	24	\$54,000	<b>7091,000</b>	<b>\$14.6</b>

Advert Type	TARP%	Freq	GRP
Channel 5	72.4%	3	217
Channel 8	76.1%	3	228

### Media Calculations & Ratios

Description	Advertising Fee / week	Total no of weeks	Total Cost
Sentosa Train Station Static Billboard (8 Panels)	\$ 1041.6	6	\$6,249.60
Sentosa Bus Shelters Static Billboard (10 Panels)	\$1302.2	6	\$7,813.20
Cineleisure Static Billboard (6 Panels)	\$781.20	6	\$4,687.20

Description	Target Audience	Total potential reach	Total Cost	CPM	Reach	Freq	GRP
Billboard	18751.04	3692308	\$18,751.04	\$5.08	100%	3	300

### Outdoor Billboard (Cineleisure & Sentosa)

From the 4th week of May to 1st week of July in a total span of 6 weeks, billboard advertising will be featured at prime spots of Cineleisure & Sentosa. There will be 6 at cineleisure and 18 at Sentosa, these spots are located where there are high human traffic and it is most suitable for the campaign as the target audience that visits both cineleisure and sentosa is very similar to the campaign's target audience aged between 15-34.

The total target audience of 3692308 was derived from the total number of visitors that visit Sentosa and Cineleisure on an average for 6 weeks. The total potential reach is 100%. This is based on the following assumptions and secondary research:

- 1) It is reported by Sentosa that the average annual visitors is 19 million. There are a total of 52 weeks in a year thus it is assumed that on an average, for a 6 weeks period, there is a total of 2192307 visitors.
- 2) It is reported that there is an average of 1.5 million visitors to Cineleisure.

- 3) It is assumed that the potential reach of the billboards is 100% basing on JCDECAUX news release.

### **Outdoor Bus Shelter**

Bus shelter advertising will be featured for 4 weeks starting from the 3rd week of May to the 2nd week of June around the Island as mentioned above with a focus on Orchard & City and the heartland areas. It is assumed that the total target audience is the total population of the target audience aged 15-34 years which is 1,076,161. The reach of 20.5% and 85% was based on statistics given by Clear Channel in their reports for Orchard & City and Island-wide bus shelters.

Description	Advertising week	Fee	/	Total no of week	Total Cost
6-sheets panels City (10 Facings)	\$3,750			4	\$15,000
6-sheets panels island wide (30 facings)	\$4,000			4	\$16,000
Bus shelter flagship	\$6,250			4	\$25,000

Description	Target Audience	Total potential reach	Total Cost	CPM	Reach	Freq	GRP
Bus Shelter Orchard and City	1076161	220613	\$40,000	\$37.17	20.5%	3	62
Bus Shelter Island wide	1076161	871690	\$16,000	14.87	81	3	243

### **Outdoor Advertising on Trains**

Window stickers advertising will be featured on trains for 4 weeks starting from the 4th week of May till 2nd week of June. It is assumed that the total target audience is the total population of the target audience aged 15-34 years which is 1,076,161. Basing on the primary research done in the survey, it is estimated that 85% of the target audience takes trains regularly. Therefore it is assumed that the total potential reach will also be 85% of the total target audience.

Description	Advertising week	Fee	/	Total no of week	Total Cost
2 main line Mass Rapid Transit	\$9,000			4	\$36,000

Target Audience	Total potential reach	Total Cost	CPM	Reach	Freq	GRP
1076161	914737	\$36,000	\$33.45	85%	3	255

### **Outdoor Advertising on Taxis**

Wholly wrapped advertising will be featured on TAXIS for the whole period of 12 weeks. It is assumed that the campaign will be able to reach out to the total population of the target audience aged 15-34 yaers which is 1,076,161. Basing on the primary research done in the

survey, it is estimated that 60% of the target audience takes taxi regularly. Therefore it is assumed that the total potential reach will also be 60%.

Description	Advertising Fee / week	Total no of week	Total Cost
80 Taxis	\$1,600	12	\$19,200

Target Audience	Total potential reach	Total Cost	CPM	Reach	Freq	GRP
1076161	645697	\$40,000	\$17.84	60%	3	180

### **Cinema Advertising**

For a period of 4 weeks starting from the 1st week of June, Universal Studio Singapore's advertisement will be featured on 1 blockbuster title across all 5 Cathay Cinemas. This will reach out an estimated number of 736 000. This number is based on the estimated number given on JC Decaux website that on screen advertising will reach out to 184 000 per week. It is assumed that this remains constant throughout the 4 weeks.

Description	Advertising Fee / week	Total no of weeks	Total Cost
Cinema Cathay (5 Cinema, 1 title)	\$ 3,000	4	\$12,000

Target Audience	Total potential reach	Total Cost	CPM	Reach	Freq	GRP
107,616	645697	\$12,000	\$11.15	68.39%	3	205

**12. Media Schedule and Budget**

Media Category	Description	May		June				July				Aug		Cost per Week	Insertions	Total Cost	
		3	4	1	2	3	4	1	2	3	4	1	2				
<b>Above-The-Line</b>																	
<b>Television</b>																	
Channel 8	15 secs spot, 2 spots per hour, 6 spots per day, Friday, 7-10pm \$500 x programme loading (5) = \$2,500 per spots														\$15,000.00	2	\$30,000.00
Channel 5	15 secs spot, 2 spots per hour, 6 spots per day, Friday, 7-10pm \$500 x programme loading (4) = 2,000 per spots														\$12,000.00	2	\$24,000.00
														<b>Broadcast total</b>		<b>\$54,000.00</b>	
<b>Newspaper</b>																	
The Straits Times	Friday, Life Section Front Page, Half Page Full Colour, 27cm x 8 col Base Rate \$45 per col cm Full Colour - \$9,900, Front Page - 40% Loading														\$23,508.00	2	\$47,016.00
<b>Magazine</b>																	
I-Weekly	Full Page, Full Colour														\$3,840.00	2	\$7,680.00
8 Days	Full Page Full Colour														\$3,360.00	2	\$6,720.00
														<b>Print Total</b>		<b>\$14,400.00</b>	

Media Category	Description	May		June				July			Aug		Cost per Week	Insertions	Total Cost	
		3	4	1	2	3	4	1	2	3	4	1				2
<b>Out-of-home</b>																
Taxi	80 Taxis Wholly wrapped, includes bumper & boot \$80 per Taxis/month													\$1,600.00	12	\$19,200.00
Bus Shelter	6-Sheet Panel - City (10 facings)													\$3,750.00	4	\$15,000.00
	6-Sheet Islandwide (30 facings)													\$4,000.00	4	\$16,000.00
	Augmented Reality													NA	NA	NA
Bus Shelter	Flagship													\$6,250.00	4	\$25,000.00
	Rooftop 3D creative Design															
Mass Rapid Transit (MRT)	Window Sticker															
	2 Main Line													\$9,000.00	4	\$36,000.00
Cinema	Cathay (5 Cinema, 1 title)													\$3,000.00	4	\$12,000.00
Billboard	Sentosa Train Station Static Billboard (8 Panels)													\$1,041.60	6	\$6,249.60
	Sentosa Bus Shelters Static Billboard (10 Panels)													\$1,302.20	6	\$7,813.20
	Cineleisure Static Billboard (6 Panels)													\$781.20	6	\$4,687.20
												<b>Total Out of home</b>		<b>\$141,950.00</b>		
<b>Below-The-Line</b>																
Internet	Facebook															\$40,000.00
Sales Promotion	Student Promotion															FREE
	Credit Card Promotion															FREE
												<b>Total Media Cost</b>		<b>\$297,366.00</b>		

### 13. Measurements and Evaluations

#### 13.1. Pre-Campaign Launch Testing - Market Acceptance Test

Prior to the launch of the campaign, a survey will be conducted with a focus group of 20 individuals aging between 15-34 years old that is part of the targeted audience, to do an acceptance test on the respondents. Respondents will be shown all the ATL advertisements that Universal Studios have on TV, Newspapers, Magazines, Out of home and the Internet etc. Information on the BTL advertising efforts will also be explained to them. Objectives of the acceptance test are to collect and document the followings after they viewed the range of the media mix.

- 1) Intellectual insights after watching the ATL advertisements; are they able to correctly recognize and identify Universal Studio's key message of the commercials (Safety of BattleStar Galactica)
- 2) Emotional responses to the ATL advertisements; what are the thoughts that came to their mind and how they felt towards the advertisements
- 3) What do they identify themselves with the BTL promotional and advertising efforts, if any
- 4) Find out any consumer insights that was left out prior to the campaign

Analysis will be conducted on the test results to see if the executions are sending out the right message to the targeted market. Changes then can be made to alter the executions if necessary

#### 13.2. Post-Campaign Launch Testing – Evaluation

Media Objectives	Method of Evaluation
To reach at least 50% of the target audience aged between 15-34 old at the end of the 12 weeks campaign	<ul style="list-style-type: none"> <li>• Conduct a survey-test at the end of the 3 month campaign that covers the following:               <ul style="list-style-type: none"> <li>○ Have the respondents been to Universal Studio for the past 3 months</li> <li>○ How did the respondent get to know about Universal Studios Singapore</li> <li>○ What are some of the media vehicles that they had seen Universal Studio advertisements</li> </ul> </li> </ul>
To achieve 30% brand unique selling proposition for Men's Expression for the targeted market	<ul style="list-style-type: none"> <li>• Collect data through focus group at the end of the 3 month campaign that covers the following:               <ul style="list-style-type: none"> <li>○ Brand Recognition (Aided)</li> <li>○ Brand Association (Mainly Expression's values and Men's Expression's endorser)</li> <li>○ Identification of Unique Selling Proposition of Men's Expression</li> </ul> </li> </ul>
To increase customer database by 10% of the targeted market within 12 months.	<ul style="list-style-type: none"> <li>• Tracking and comparing sales post campaign</li> <li>• Percentage of enquiries compared to pre campaign (Phones, Walk Ins, Emails etc)</li> <li>• Comparison of web-site's pre and post advertising traffic and tracking unique visitors statistics               <ul style="list-style-type: none"> <li>○ Placing cookie in visitor's computer to check for recurring visits</li> <li>○ Track visitors through Expressions' webpage.</li> </ul> </li> </ul>

## **14. Conclusion**

To conclude, through thorough consumer research and analysis for Universal Studio Singapore, BigThing consultancy believed that with the above mentioned media recommendations, it will be able to achieve the objectives planned and mentioned above.

Reach and frequency is calculated and has arrived at a combined reach of 99.99% whereby it is able to efficiently reach out to the target audiences. A budget of \$300,000 is allocated for BigThing to work out and distribute using different media channels.

Hence it is justifiable that the media plans proposed is financially viable for Universal Studio Singapore to consider in their marketing plans for the company in the near future.



[1] Less than \$50	[3] \$101 – \$150
[2] \$50 – \$100	[4] \$150 and above

<b>7</b>	<b>Please select the places that you usually frequent when you are out with your friends and/or family.</b>	<b>Please tick all that applies.</b> (You may choose more than once).
	1. Ang Mo Kio	
	2. Bishan	
	3. Tampines	
	4. Sengkang	
	5. Bugis	
	6. Harbourfront/Sentosa	
	7. Orchard	
	8. City Hall	
	9. Serangoon	
	10. Jurong	
	11. Others (Please specify: _____)	

<b>8</b>	<b>What forms of transportation do you frequently use?</b>	<b>Please tick all that applies.</b> (You may choose more than once).
	1. Taxi	
	2. Car	
	3. Bus	
	4. MRT / LRT	
	5. Motorbike	

<b>9</b>	<b>Please rate the importance of how the following advertisements would influence you in making purchase decisions.</b> (Please circle one number for each attribute)	<b>Strongly Disagree</b>	<b>Strongly Agree</b>
	1. TV Commercials	1 2 3 4 5 6 7	
	2. Magazines	1 2 3 4 5 6 7	
	3. Newspaper	1 2 3 4 5 6 7	
	4. Radio	1 2 3 4 5 6 7	
	5. Cinema	1 2 3 4 5 6 7	
	6. Outdoor	1 2 3 4 5 6 7	
	7. Online Reviews	1 2 3 4 5 6 7	
	8. Blogger Endorsements	1 2 3 4 5 6 7	
	9. Peer Recommendations	1 2 3 4 5 6 7	
	Others (Please specify: _____)	1 2 3 4 5 6 7	

<b>10</b>	<b>Please select the magazines that you have read in the past one month.</b>	<b>Please tick all that applies.</b> (You may choose more than once).
	1. CLEO	
	2. Elle	

3.	Her World	
4.	Seventeen	
5.	Shape	
6.	Juice	
7.	Catalog	
8.	Men's Health	
9.	8 Days	
10.	i-Weekly	
11.	U-Weekly	

**11**

**On average, indicate which sections of the following newspapers you read frequently on a daily basis.** (You may leave blanks if you have not read any of the following papers)

		<b>Weekdays</b>	<b>Weekends</b>
		<i>Section(s)</i>	<i>Section(s)</i>
1.	The Straits Times		
2.	The Business Times		
3.	The NewPaper		
4.	Wo Bao/My Paper		
5.	TODAY		

**12**

**On average, indicate which time of the day you watch any of these channel programs on a daily basis.** (Please tick in the boxes if you have watch them within the last week)

		<i>Morning (6am-10am)</i>	<i>Lunch (10am-2pm)</i>	<i>Day (2pm-5pm)</i>	<i>Evening (5pm-9pm)</i>	<i>Night (9pm-12am)</i>	<i>Midnight (12am-6am)</i>
1.	Channel 5						
2.	Channel 8						
3.	Channel U						
4.	Vasantham						
5.	Suria						
6.	Starhub Cable TV						
7.	SingTel Mio TV						

**13**

**From the list of radio stations, indicate which time of the day you listen to these radio stations on an average daily basis.** (Please tick in the boxes if you have tuned into them within the last week)

		<i>Morning (6am-10am)</i>	<i>Lunch (10am-2pm)</i>	<i>Day (2pm-5pm)</i>	<i>Evening (5pm-9pm)</i>	<i>Night (9pm-12am)</i>	<i>Midnight (12am-6am)</i>
1.	Class 95FM						
2.	987FM						
3.	Power 98FM						
4.	938 Live						

5.	YES 93.3FM						
6.	91.3 FM						
7.	Lush 99.5FM						

**14****On average, indicate how long you spend surfing the internet during your leisure time.**

(Please tick against the box that best describe your usage)

		<i>Less than 1 hour per day</i>	<i>1 – 2 hours per day</i>	<i>3 – 4 hours per day</i>	<i>5 hours or more per day</i>
1.	Internet				

**15****Please rate the frequency which you use the following websites.** (Please circle one number for each search engine).**Hardly  
Use****Frequently  
Use**

1.	Google	1	2	3	4	5	6	7
2.	Yahoo	1	2	3	4	5	6	7
3.	MSN	1	2	3	4	5	6	7
4.	Facebook	1	2	3	4	5	6	7
5.	Twitter	1	2	3	4	5	6	7
6.	Tumblr	1	2	3	4	5	6	7
7.	Google+	1	2	3	4	5	6	7
8.	Others (Please give one example): _____	1	2	3	4	5	6	7

**16****To analyze the information we get from this survey, we need to be able to classify information. The information about yourself will not be used for identification, but used only for establishing broad categories.** (Please circle one category for each question below)**A What is your Highest Qualification attained?**

- [1] Primary (PSLE)                      [3] Tertiary (Dip / 'A' / ITE)                      [5] Post Graduate & Higher  
[2] Secondary ('N' / 'O' level)                      [4] Graduate Degree

**B What is your Personal Monthly Income?**

- [1] Less than \$500                      [3] \$1,001 – \$1,500                      [5] More than \$2,000  
[2] \$500 – \$1,000                      [4] \$1,501 – \$2,000

**C What is your Age Group?**

- [1] 15 - 24                      [2] 25 - 34

**D What is your Marital Status?**

- [1] Single                      [3] Married  
[2] In a relationship                      [4] Divorced

**E What is your Occupation?**

- [1] Self-employed                      [4] Executive                      [7] Homemaker  
[2] Student                      [5] Professional                      [8] Others,  
[3] NSF/NS Men                      [6] Unemployed                      Please specify:  
\_\_\_\_\_

<b>F</b>	Are you an iPhone user?	
	[1] Yes	[2] No

**Thank you for your time and effort in completing this questionnaire.**

The locations of the 10 facings 6-sheet Orchard and City Panels are as follow:

Orchard Road	B12	Opposite Meritus Mandarin Singapore
Orchard Road	B14	Lucky Plaza
Scotts Road	B08	Far East Plaza
Orchard Road	B10	Midpoint Orchard
Orchard Road	B08	Orchard Plaza
Beach Road	B01	Raffles Hotel
Clemenceau Ave	B03	After River Valley Road
Connaught Drive	B04	Opposite Singapore Cricket Club
Fullerton Road	B03	Victoria Concert Hall
Maxwekk Road	B01	Before Cecil Street

The locations of the 30 facings 6-sheet Island-wide Panels are as follow:

Alexandra Rd	B14	Anchor Pt
Ang Mo Kio Ave 3	B15	Ang Mo Kio MRT Station
Airport Rd	B01	Aft Paya Lebar Rd
Ang Mo Kio Ave 5	B20	Anderson JC
Bedok South Ave 3	B01	Os Temasek Pri School
Boon Lay Place	B04	Boon Lay Shop Ctr
Bukit Batok East Ave 6	B04	Ch of St. Mary
Choa Chu Kang Central	B02	Blk 206
Corporation Dr	B06	Blk 103
Henderson Rd	B04	Henderson Pr Sch
Hougang Ave 6	B04	Opp Blk 438
Jalan Bukit Merah	B18	Safra Bukit Merah
Jalan Toa Payoh	B02	St Andrew Junior School
Kallang Rd	B04	Bef Sri Manmatha K Tp
Kampong Bahru Rd	B07	Opp St. Teresa's Ch
Jurong West Ave 4	B01	Jurong West Sub-Stn
Lorong 1 Toa Payoh	B04	Opp Braddell Stn
Lorong 2 Toa Payoh	B01	Toa Payoh Station
Marine Parade Rd	B14A	Victoria School
Marymount Rd	B01	Bef Marymount Convent Sch
Paya Lebar Rd	B11	Victoria School
Tampines Ave 4	B08	Blk 151 ( Opp Century Square )
Tampines Ave 4	B04	Opp St. Hilda's Sec Sch
Thomson Rd	B05	Novena Ville

Tiong Bahru Rd	B14	Redhill Stn
Upper East Coast Rd	B15	Opp Temasek Sec Sch
Yishun Ave 2	B12	Northpoint Shop Centre
Yishun Ave 4	B02	Orchid Pk Sec Sch
Yung Ho Rd	B02	Opp NTUC Lifestyle Centre
Yuan Ching Rd	B07	Opp Lakeside Apt

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