

# Universal Studios Singapore | The Media Plan

Advertising (Media Planning) 250

Amanda Lim 15803786

Michelle Tay 15385666

Tiara Chen 15449805

Ariel Chia 15543192

## Table of Contents

Executive Summary	2
Industry Outlook	3
Universal Studios Singapore	4
Competitive Analysis	5
Target Audience Analysis	6
Target Audience Summary	11
Media Objectives	12
Creative Objectives	13
Media Category Evaluation	14
Media Category Selection	15
Media Vehicle Analysis	16
Media Vehicle Selection	18
Media Selection Summary	21
Media Budget	22
Media Schedule	23
References	24
Appendix A	26



## Executive Summary

Universal Studios Singapore (USS) is a theme park residing in Resorts World Sentosa to take advantage of the rising affluence in Asia-Pacific. It is a globally recognized brand that combines world renowned movies with thrill rides for the entertainment of fun-loving and family-oriented consumers.

Unfortunately, USS was afflicted by the malfunction of one its most popular thrill rides – Battle Star Galactica (BSG) during its soft opening. The maintenance of BSG will be a lengthy process of up to 6 months before it re-opens to the public. USS fears its vulnerability to other reputable competition within Asia-Pacific during this period of setback. The theme park is therefore in need of a media plan to facilitate the advertising efforts in resolving this issue.

The purpose of this media plan is to set out various objectives to attract 500,000 visitors with a budget of S\$300,000 in the 12 week campaign period. The plan focuses mainly on reach to achieve the stated KPIs. Evaluation methods have also been incorporated to forecast the plan's performance.

The media plan highlights the use of multiple media categories and vehicles to achieve the optimal balance of reach, frequency and cost efficiency for the campaign. Continuity scheduling is advocated in consideration of the limited daily visitor capacity of the theme park. This approach will require advertising weights to spread evenly over the entire campaign period.

In an all-embracing approach, the media plan aims to maintain stability in USS visitorship until the star ride re-opens.



## Industry Outlook

Asia has become the new frontier for large-scale outdoor entertainment complexes in recent years due to the growing affluence in large booming economies like China, India and South East Asia. AECOM Economics reported an industry shift towards the region given key fundamentals in place such as the growing middle class and incomes in Asia which spawned the demand for entertainment and leisure time (Growing Asian 2010).

The amusement park industry in colonial Singapore arose from the opportunities offered by burgeoning urban population surrounding the island. The government initiated 2 multi-billion dollar projects, Marina Bay Sands (MBS) and Resorts World at Sentosa (RWS) to diversify the entertainment industry into niche markets like the gaming industry and the MICE (Meetings, Incentives, Conferencing and Exhibitions) industry.

The Integrated Resorts (IR) includes components like hotels, theme parks, theatres, celebrity restaurants, meetings and convention facilities and museums (Phua 2012). The RWS project per se, will leverage on international brand names like Universal Studios to generate massive visitor traffic. With the advent of two new IRs in 2010, tourism expenditure in sightseeing and entertainment grew by an astonishing 1,834% in that year (Singapore Economy 2010). The development is expected to drive Singapore's economy further in the near future.



## Universal Studios Singapore

Universal Studios is a globally respected and internationally renowned theme park brand wholly owned by NBC Universal (Ride the Movies 2010). The theme park opened its doors to Asia-Pacific through a licensed agreement with RWS to operate Universal Studios Singapore (USS) in 2010. It quickly became the region's widely-anticipated movie theme park located in the integrated resort (Grand Opening 2011).

The size of USS is approximately 20 hectares, occupying the eastern part of RWS filled to a daily maximum of 8000 visitors daily (Leong 2010). The 21 rides and shows segregated by 7 themed zones gives visitors a taste of different movie experiences all within one park in an organized fashion. USS showcases world-popular themes like Jurassic Park Rapids Adventure, Shrek 4-D Adventure, Revenge of the Mummy and Battlestar Galactica (Grand Opening 2011). The most recent addition was the specially designed Transformers 4-D ride.

Emerging as one of the hot favourites was Battlestar Galatica (BSG) – HUMAN vs. CYCLON, the world's tallest pair of dueling roller coasters at a fourteen-story high and going at a speed of 82.8km/h. Unfortunately, the thrill had to be put on hold. On 25 March 2010, during its morning test cycle, BSG experienced a component failure. No one was on the ride and no one was injured but BSG is due for a lengthy maintenance process before it re-opens 6 months later, in September (Preliminary Findings 2010).

Despite the major setback, USS still has to sustain its daily visitorship until BSG re-opens to the public.



## Competitive Analysis

Details / Competitors			
Entertainment Type	Family	Family	Family
Location (Region)	Malaysia (APAC)	Hong Kong (APAC)	Hong Kong (APAC)
Size	-	22.4 Hectares	44 Hectares
Theme Park Layout	Outdoor and Indoor theme parks	5 themed zones	2 zones – The summit and The Waterfront
Rides	More than 40 Rides	30 rides	19 rides and 11 animal exhibitions
Advertising Mediums	Website	Website and TVC	Website and TVC

All competitors are identified based on the Asia-Pacific region.

It is found that all competitors are trending towards internet advertising to promote their offerings via hotels and daily deal sites such as Groupon etc.

Genting Theme Park utilizes internet extensively to advertise in Singapore. This well-targeted medium however lacks the reach to non-savvy segments. Genting Theme Park remains the strongest threat despite its minimal advertising efforts due to its top-of-mind awareness in Singapore. Furthermore, its close proximity is an economical alternative to USS for locals.

Disneyland and Ocean Park advertises on both the internet and television to promote their attractions in Singapore. Using multiple mediums increases the campaigns potential reach. They are nevertheless weak competitors to USS because of long geographical distance from Singapore. Getting to those 2 attractions requires at least a 4 hours flight from Singapore to Hong Kong which would significantly impact entertainment expenditure.

## Target Audience Analysis

### Demographics and Psychographics

Singapore has a total population of 5,076,700. Of which 3, 771, 700 makes up the residential population, comprising of both Singapore citizens and permanent residents (Singapore in Figures 2011).

The target audience is selected to correspond with the theme park business. Psychographic factors were taken into account to identify the most favorable target segments for USS's coming campaign with regards to the benefits provided by its offering. The following chart is therefore designed to indicate the attractiveness of each age segment based on the percentage of those who value fun and enjoyment.

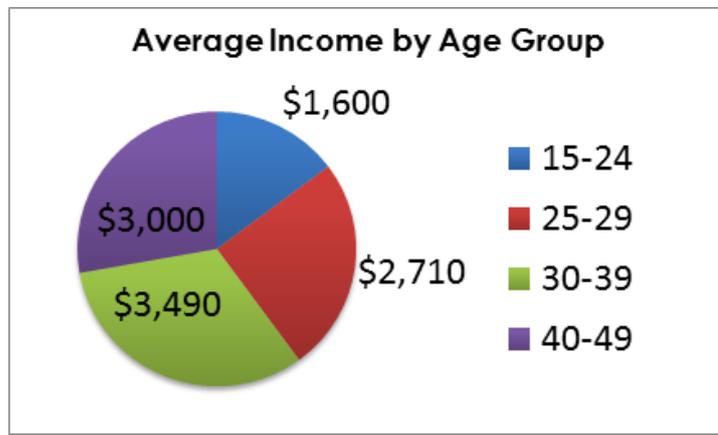
Age	No. of Residential Population ('000)	% of Resident Population	No. of people who value Fun & Enjoyment ('000)	% of people who value Fun & Enjoyment	Index
15-19	263.70	6.99	189.07	71.7	1025.52
20-24	247.10	6.55	177.17	71.7	1094.42
25-29	272.60	7.23	169.28	62.1	859.22
30-34	298.60	7.92	185.43	62.1	784.40
35-39	320.00	8.48	199.36	62.3	734.30
40-44	309.40	8.20	192.76	62.3	759.46
45-49	323.20	8.57	191.66	59.3	692.02
50-54	303.00	8.03	179.68	59.3	738.16
55-59	248.70	6.59	127.09	51.1	774.97
60- 64	192.00	5.09	98.11	51.1	1003.82
> 65	338.30	8.97	178.96	52.9	589.78

(Source: Singapore in Figures 2011, Kau et al. 2004, 36)

The target audience is identified to be males and females between the ages of 15 to 34. They are recognized as the most attractive segment as their high indexes of 784.40 to 1025.52 are being closely clustered together. This not only reflects similarities in grouping esteem for fun and enjoyment but will also be useful in determining other attributes which will facilitate media targeting.

### Income and Expenditure

An analysis was done to assess the financial power of the selected age groups. The increase in income level is relative to age increase. The age segment of 15 to 24 remains attractive despite being in the lowest income



percentile (Report on Labour Force in Singapore 2010). *AsiaOne* (June 29, 2009) has reported that non-earning youths in Singapore have high spending power due to more affluent and doting parents.

Despite a global economy slowdown, a Nielsen survey revealed that 36% are willing to spend on Out-of-Home entertainment (Global Online Consumer Confidence 2011) after covering essential living expenses. This is a positive sign for USS as Singaporean consumers still remain optimistic in the market.

### Media Consumption Habits

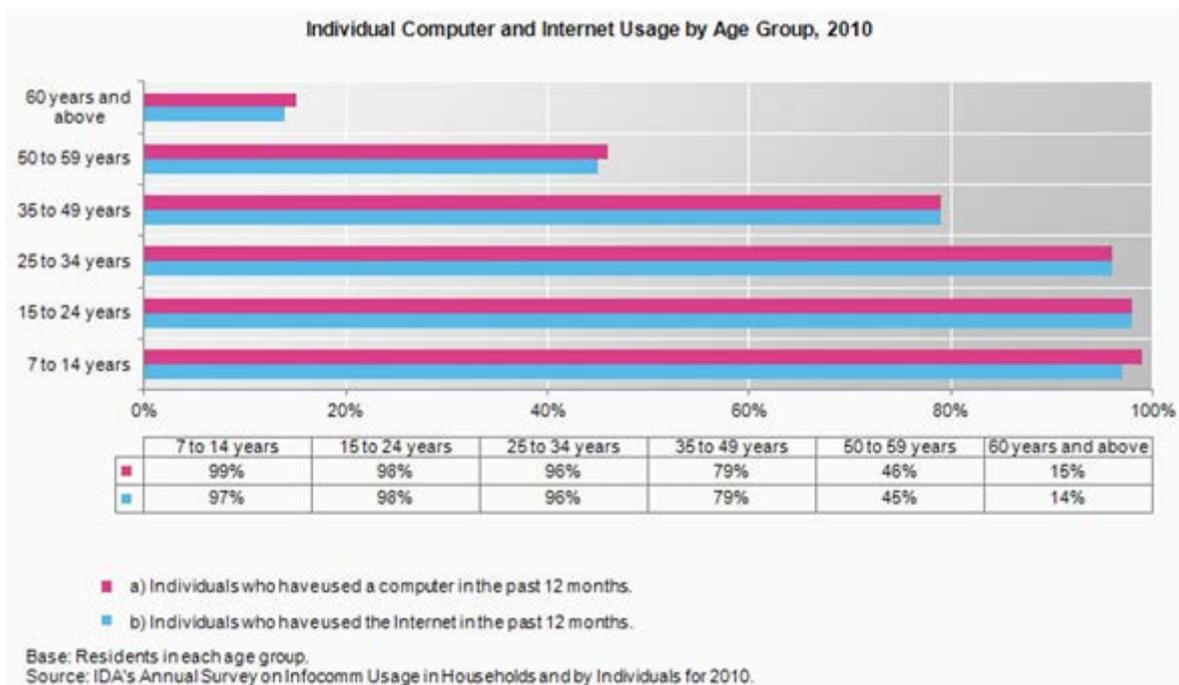
Based on findings from Nielsen's Media Index Report conducted on Singapore's population aged 15 and above, media consumption habits have evolved. Digital media consumption is prevalent; consumers adopt multiple screens, such as computers, smart phones and technological tablets for entertainment, news and information. It is used as a complement to

Newspaper and Television, to which these mediums remain stable as the top 2 most consumable media reaching 7 out of 10 consumers (Digital Media Consumption 2011, Nieslen 2010).

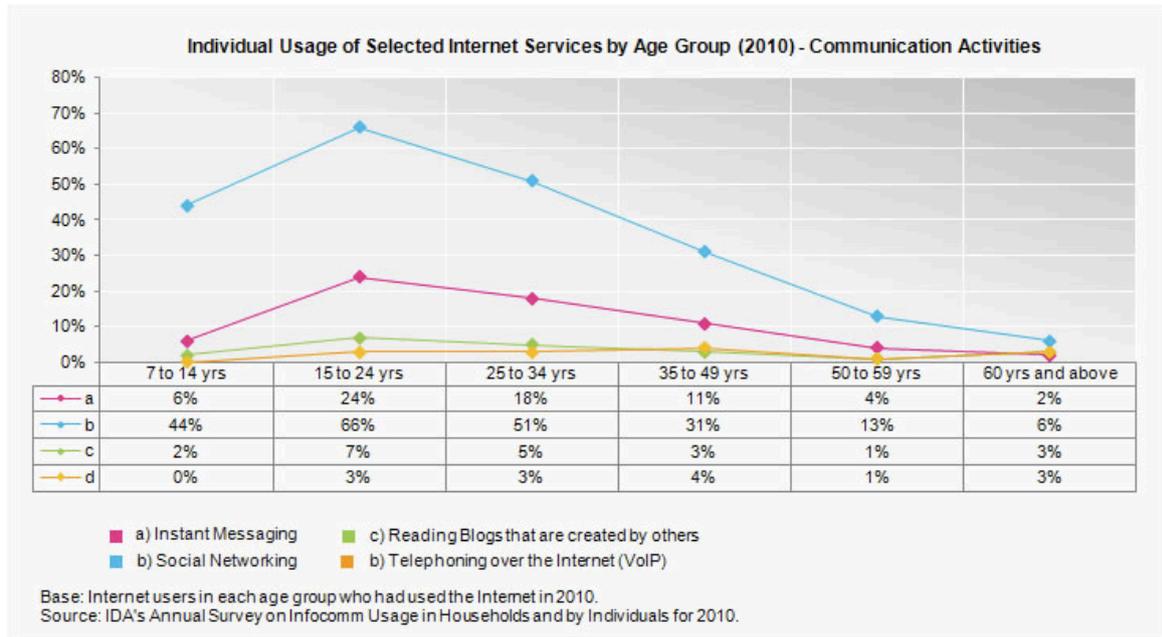
\* indicates mediums with heavy consumption.

### 1. Internet Usage \*

Internet penetration is strong in Singapore, with more than two thirds of Singaporeans reportedly to have used the Internet for the past week (Digital Media Consumption 2011). This is further supported by an annual survey on internet usage in Households and by Individuals for 2010 as shown below (Infocomm Usage 2012). Findings have shown that almost 100% of the age segments between 15 to 34 years are Internet users. Overall, usage of Internet is especially strong amongst Singaporean youths and young adults.



In terms of Internet communication platforms, it appears that 66% of 15 to 24 year olds use Social Networking as part of their Internet communication activity, the highest amongst the other options followed by 52% of 25 to 34 years old (Infocomm Usage 2012). The usage rate of such platforms starts to decline as the age group increases.



## 2. Newspaper \*

12.4% of Singapore's adult population read at least one of the eight digital editions of local newspaper with an online readership increase of 2.2%. Accessing media on the go is a growing trend, as it offers convenience of media that allows them to access up to date information via online platforms, anytime, anywhere. More so, the availability of mobile applications has made news content more directly available on smart phone devices (Digital Media Consumption 2011).

Print newspapers are reported to have experienced a dip of 1.8% in readership. Despite the slight decline, print newspaper remains a staple media diet for most Singaporeans for news and information (Nieslen 2010). 7 out of 10 Singaporeans read the newspaper, 4 of who are English

newsreaders. PMEBs make up the main majority of newsreaders for The Straits Times, Today and Business Times, while The New Paper remains popular amongst students (Digital Media Consumption 2011).

### **3. Television (TV) \***

TV remains the mass entertainment choice for a broad spectrum of the public (Nieslen 2010) with 78% of adults who watch local TV on an average basis (Digital Media Consumption 2011). Channel 8 remains the top watched station with 48% viewership followed by Channel U at 31% (Nieslen 2010). Cable TV is a growing popular choice that caters to specific interest groups and accounts for 45.1% subscriptions, half of which consist of middle-income consumers (Digital Media Consumption 2011).

### **4. Cinemas**

Cinema has the highest percentage of 15 to 29 years old accounting for 64.6% of cinemagoers, while PMEBs make up 34.5%. Statistics have shown that 1 out of 10 Singaporeans frequent the Cinemas (Digital Media Consumption 2011). JCDecaux reported over 80% of cinemagoers are between 15 to 34 years old with a broad audience profile (Our Cinema Presence 2011). This would mean that on-screen advertisements typically have a strong reach to USS's targeted age segment.

### **5. Out-of-Home**

Public transport remains a staple mean of travel for most Singaporeans. Popular modes of transports via bus is tabulated at 63.9%, followed by Mass Rapid Transport at 54% and then taxis at 23.4% (Digital Media Consumption 2011). Ad placements along public transport routes can offer substantial reach and exposure.



## 6. Radio

93% of Singaporeans listen to radio on an average week, with Class 95 FM being the top (20%), followed by Gold 90.5 FM (13%), Power 98FM and 91.3 FM (7%) amongst English stations. Chinese stations have a listenership of 46% of the population. Tune in times are normally during lunch breaks, mornings and evenings (Digital Media Consumption 2011).

## Target Audience Summary

<b>Demographics</b>	<ul style="list-style-type: none"> <li>• Population Size: 1,082,000</li> <li>• Age: 15 to 34 years old</li> <li>• Middle income group: SGD 1,600 to SGD 3,490 monthly average</li> <li>• Education: Secondary to Tertiary</li> <li>• Occupation: Students and PMEBS</li> </ul>
<b>Psychographics</b>	<ul style="list-style-type: none"> <li>• Value variety, excitement, fun and enjoyment</li> <li>• Technology Savvy</li> <li>• Trendy and fun loving</li> <li>• Active in social groups and activities</li> <li>• Channels energy in sports, outdoor recreation and entertainment</li> </ul>
<b>Media Consumption</b>	<ul style="list-style-type: none"> <li>• Heavy users of Internet</li> <li>• Frequent social media platforms</li> <li>• Uses public transport to commute</li> <li>• Subscribes to Newspaper and watches Television</li> </ul>



## Media Objectives

- 1. To deliver 500,000 Singaporean visitors to USS by the end of the 12 week campaign.**

An effective reach of greater than 500,000 people in the target audience is required to account for missed hits. Visitors must be evenly spread out across 12 week due to the limited site capacity of USS.

- 2. To effectively reach the target audience of males and females between the ages of 15 to 34, serving as students and PMEBS.**

A media mix implementation is needed to reach the target audience. The chosen media categories and vehicles have to be able to actively interact and engage the target audience so that they will respond and act positively upon exposure to these mediums.

- 3. To reach at least 75% of the target audience during the 12 week campaign period with a minimum frequency of 3.**

Frequency levels with at least 3 exposures are ideal or effective to move consumers to act on an advertising message. The aim of reaching 811,500 (75%) of the target audience effectively will account for the prior KPIs.

- 4. To recommend a media plan within the budget of S\$300,000.**



## Creative Objectives

**1. To communicate that USS has many fun and thrilling rides.**

Given that BSG had been the most talked about ride, most people might not be aware of the other rides and attractions in USS. One of the purposes of the ad is to create awareness for the other rides. The highlight for the ad would be the star rides of each of the 7 themed zones.

**2. To convince the target audience that the closure of BSG will not compromise their experience.**

The ad will feature different types of audience enjoying themselves on the various star rides. Demonstration is an imperative in the creative execution as it creates a more enhanced imagined experience whereby the target audience can see themselves in the fun and thrilling situations. Sound and visuals will be used to carve a more impactful imagery.



## Media Category Evaluation

Categories	High Potential Reach	Moderate Frequency Potential	Cost Effective	Minimal Wastage	High Impact	Demonstrate Benefit	Pack Shot
Television	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	XX	✓ ✓ ✓	✓ ✓ ✓	✓ ✓
Radio	✓	✓ ✓	✓ ✓	✓	XX	XXX	XXX
Newspaper	✓ ✓	✓ ✓ ✓	✓	XX	XXX	XXX	✓
Social Media	✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓	✓ ✓	✓ ✓ ✓	✓ ✓
Magazines	✓	X	XX	✓ ✓	XX	XXX	✓
Cinema	✓ ✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✓ ✓	✓ ✓ ✓	✓ ✓
Billboard	X	✓ ✓	✓	XX	XXX	XXX	✓

## Media Category Selection

Media categories are selected based on the criteria of (1) high potential reach, (2) high impact and (3) ability to demonstrate product benefits to ensure full synergy with the creative strategy. Television, cinema and social media have been selected as the main media categories for this campaign.

### **Television**

Television is one of the most widespread advertising medium. It reaches a large number of audiences and this mass coverage enables advertisers to build reach rapidly. It is a medium which uses words, sounds, pictures and music to motivate the consumers emotionally and to capture their attention. USS's advertisement is best conveyed through this category as it allows clear product demonstration and impactful imagined experience.

### **Cinema**

Cinema advertising allows advertisers to directly market the product to the target audience as it is generally easy to determine the audience profile through the genre of movies. Another advantage of using cinema advertising is that cinema-goers cannot flip channels nor opt out of the viewing thereby increasing the impact and impression of the ads.

### **Social Media**

Social media is becoming an indispensable part of communication to reach out to young consumers. Social media is low in cost or even completely free depending on the features and platforms used. It allows an ad to be delivered personally which will ultimately result in minimal wastage and a much targeted reach.

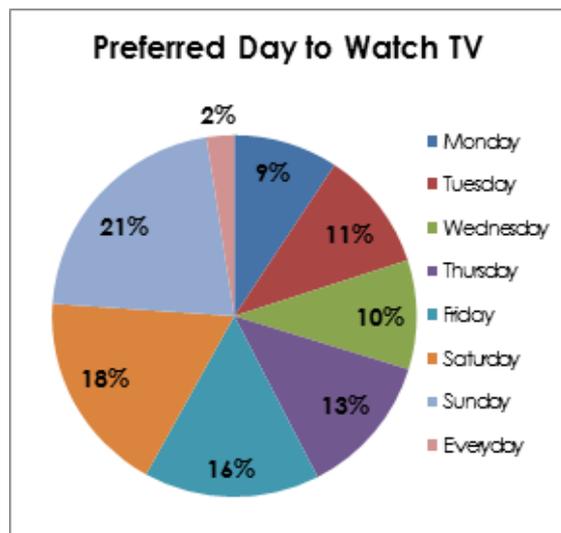
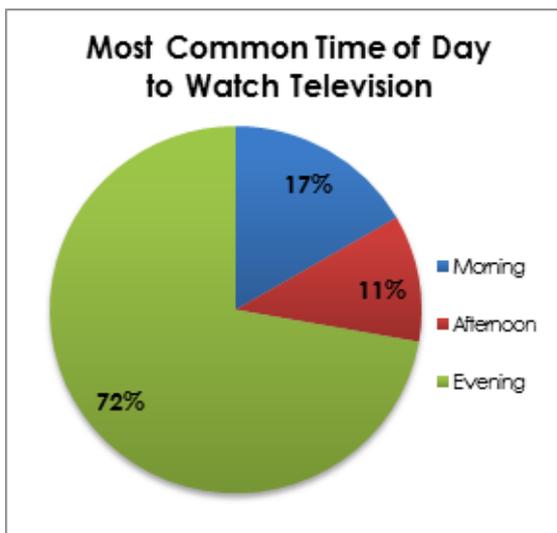
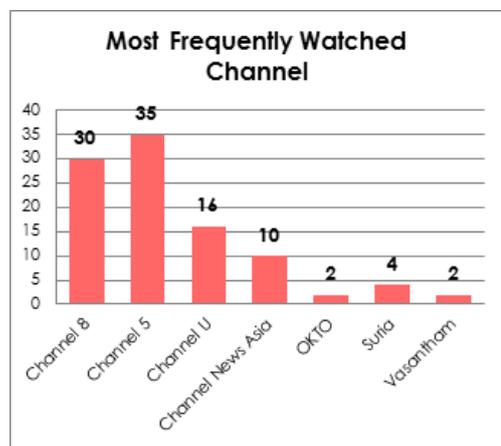


## Media Vehicle Analysis

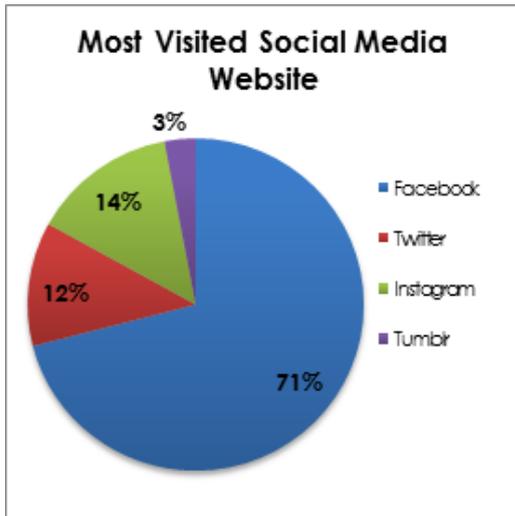
Primary research on 100 respondents of 15 to 34 years old was surveyed to assess the appropriateness of media vehicles for the previously selected media categories. The research was also be used to evaluate the level of overlap between the media vehicle and target audience (Appendix A).

### Television (TV)

The 3 most frequently watched channels are Channel 5, Channel 8 and Channel U. These 3 channels account for three quarters of the total viewership amongst respondents. Channel 5 has the highest viewership of 36%. Following closely behind is Channel 8 with 30% and Channel U with 16%.



72% of the respondents watch more TV in the evening for around 3 hours. 21% chose to watch TV on Sundays and 18% on Saturdays. This indicates that weekends is the best time to advertise due to a large reach.

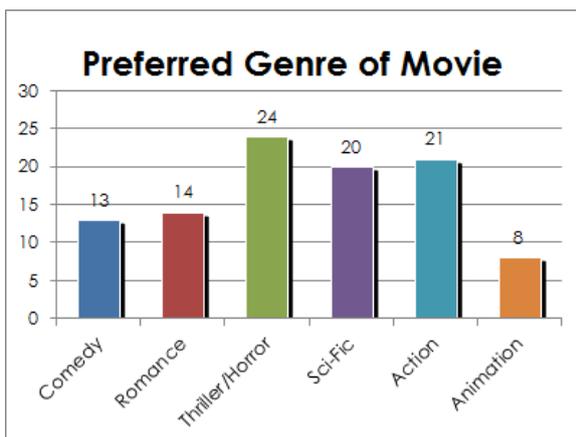
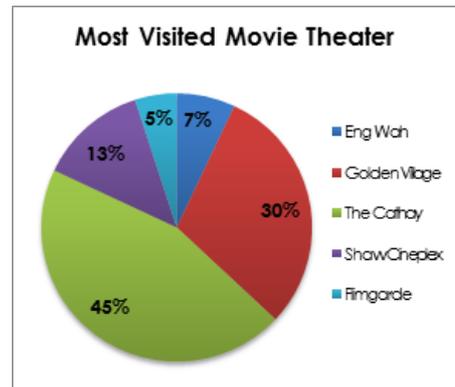


### Social Media Platforms

Facebook is one of the most popular social media websites in Singapore. This also corresponds with the survey results whereby 71% of social media users frequently use Facebook. Instagram, a relatively new social media platform is seen to be gaining more popularity, surpassing Twitter in terms of usage.

### Cinema

Although Golden Village is the longest standing cinema in Singapore, the survey revealed that Cathay is more favored among the respondents. 45% of them stated that they watch movies at Cathay more frequently than other movie cinemas.



The 3 most preferred movie genres are Thriller/Horror, Action and Sci-fic among the respondents. As most blockbuster films fall under these 3 genre these days, it is better to place on-screen ads according to blockbuster movie titles.

## Media Vehicle Selection

### Singapore TV Channels (Free-To-Air)

Channels	TARPS	Audience Size (Age: 15 to 34)	Rate Per 30s Commercial	TCPM	Index TCPM
Channel 8	28	270,500	S\$4,000	S\$14.78	66.64
Channel 5	37	378,700	S\$4,000	S\$10.56	47.61
Channel U	17	183,940	S\$3,500	S\$19.03	85.8
Suria	3	32,460	S\$3,000	S\$92.42	416.68
CNA	9	151,480	S\$3,500	S\$23.11	104.19
Okto	5	54,100	S\$3,000	S\$55.45	250
Vasantham	1	10,820	S\$3,000	S\$277.26	1,250.05
Total/Avg	100	1,082,000	S\$24,000	S\$22.18	-

Channel 5, 8 and U are the most attractive TV channels to deliver USS's advertisement from a purely cost-based perspective. There are other considerations, other than cost, that influence the vehicle selection for Television. Channel 5, 8 and U has the highest TARPs of 37, 28 and 17 respectively. This provides USS with greater reach than other channels as most of the target audience is inclined to watching the 3 mentioned channels. The media overlap is also much greater in Channel 5, 8 and U drawing from the primary data collected about the target audience.

**Selection:** Channel 8, Channel 5 and Channel U.

Reference for Singapore TV Channels (Free-to-Air)	
Total Target Audience	1,082,000
30s spot rates	S\$1,000 across all channels
Prime-time Loading Fee	Ch 8 (x4), Ch 5 (x4), Ch U (x3.5), Suria (x3), Channel Newsasia (x3.5), Okto (x3), Vasantham (x3)
Target Audience Rating Points	Refer to survey on most watched local channels

(Source: Advertising Rate Book 2012, Channel Newsasia Singapore 2011, Appendix A)

### On-screen Advertising

Cinemas	Reach	Audience Size (Age: 15 to 34)	Weekly rate per 30s Commercial	TCPM	Index TCPM
GV	41	443,620	S\$103,275	S\$232.80	104.95
Cathay	28	302,960	S\$59,532	S\$196.50	88.59
Eng Wah	4	43,280	S\$29,040	S\$670.98	302.5
Filmgarde	4	43,280	S\$8,712	S\$201.29	90.75
Shaw	23	248,860	S\$39,440	S\$158.48	71.45
Total/Avg	100	1,082,000	S\$239,999	S\$221.81	-

Cathay is an attractive vehicle on many levels. It offers a good balance between cost efficiency as well as reach. Placing an ad with Cathay would provide lesser wastage than on Golden Village (GV) despite its extravagant market share because primary research revealed that the target audience prefer going to Cathay for movies.

Discount leverage is not reflected in the table above. JCDecaux is offering a 13-week discount bundle across all movie halls for Cathay, Eng Wah and Filmgarde at S\$95,800 during the blockbuster movie season (Blockbuster Package 2012). The combined TCPM index of JCDecaux cinemas would be 18.91. This is a highly attractive alternative to GV as it also includes the reach of 2 more cinemas.

**Selection:** JCDecaux cinema network (Cathay, Eng Wah and Filmgarde)

Reference for On-screen Advertising	
Total Target Audience	1,082,000
30s spot weekly rates	GV (S\$800/hall), JCDecaux (S\$1,452/hall), Shaw (S\$1,360/hall)
Premium Placements (Only applicable to GV)	Last spot in break (+50%), last second spot in break (+30%), last third spot in break (+25%)
Cinema Market Share	GV (41%), Cathay (28%), EW (4%), Filmgarde (4%), Shaw (%)
No. of halls	GV (81), Cathay (41), EW (20), Filmgarde (6), Shaw (29)

(Source: Blockbuster Package 2012, Golden Village 2012, Media Rate Cards 2012)

### Social Media Platforms

Platforms	% of Audience (Age: 15 to 34)	Audience Size (Age: 15 to 34)	No. of Page Followers
Facebook	71	768,220	48,574
Twitter	12	129,840	775
Instagram	14	151,480	-
Tumblr	3	32,460	-
Total	100	1,082,000	49,349

(Source: Facebook.com, Twitter.com, Appendix A)

The table above is tabulated based on primary survey results as well as the actual number of followers of USS's social media pages.

Although the percentage of USS followers on Facebook only sum up to a small portion of the total target audience, this platform is the best selection compared to other vehicles as it is the most widely used social media platform amongst the target audience. Therefore, Facebook has the least wastage compared to other mediums discussed earlier.

**Selection:** Facebook



## Media Selection Summary

Media Category	Media Vehicles
Television	Channel 8 (270,500), Channel 5 (378,700), Channel U (183,940)
Cinema	Cathay (302,960), Eng Wah (43,280), Filmgarde (43,280)
Social Media	Facebook (48,574)
<b>Total Target Audience</b>	1,082,000

### Campaign Reach and Frequency

Media Category	Reach	Calculations
Television	77%	$[(270,500 + 378,700 + 183,940)/1,082,000] \times 100\%$
Cinema	36%	$[(302,960 + 43,280 + 43,280)/1,082,000] \times 100\%$
Social Media	4.49%	$(48,574/1,082,000) \times 100\%$
<b>Combined Reach</b>	85.94%	$100\% - (23\% \times 64\% \times 95.51\%)$
<b>Target Audience Reached</b>	929,871	$85.94\% \times 1,082,000$

Reach is effective with an average frequency of 3 times per week (Dix 2010, 65). The campaign would have a GRP of 257.82 ( $85.94\% \times 3$ ) and the potential to reach 100% of the target audience 2.57 times per week. This is a relatively light campaign.

### Tolerance of Reach to Achieve KPI of 500,000 Visitors

No Show	Show	No. of Visitors Arrived	Index KPI
10%	90%	836,884 (90% x 929,871)	167.38
20%	80%	743,897 (80% x 929,871)	148.78
30%	70%	650,910 (70% x 929,871)	130.18
40%	60%	557,923 (60% x 929,871)	111.58
46.22%	53.78%	500,084 (53.78% x 929,871)	100.02
50%	50%	464,936 (50% x 929,871)	92.99

The campaign has a maximum tolerance of up to 46.22% for no shows after the ad is viewed.

## Media Budget

May 2012					
Media Class	Vehicle	Daypart / Ad Size	No. of Insertions	Single Ad	Total Ad Cost
<b>Broadcast TV</b>					
	Channel 5	Primetime/30s	8	S\$4,000	S\$32,000
	Channel 8	Primetime/30s	5	S\$4,000	S\$20,000
	Channel U	Primetime/30s	4	S\$3,500	S\$14,000
<b>Cinema</b>					
	Cathay	30s	1	-	**S\$95,800
	Eng Wah	30s	1	-	-
	Filmgarde	30s	1	-	-
June 2012					
Media Class	Vehicle	Daypart / Ad Size	No. of Insertions	Single Ad	Total Ad Cost
<b>Broadcast TV</b>					
	Channel 5	Primetime/30s	8	S\$4,000	S\$32,000
	Channel 8	Primetime/30s	5	S\$4,000	S\$20,000
	Channel U	Primetime/30s	4	S\$3,500	S\$14,000
<b>Cinema</b>					
	Cathay	30s	1	-	-
	Eng Wah	30s	1	-	-
	Filmgarde	30s	1	-	-
July 2012					
Media Class	Vehicle	Daypart / Ad Size	No. of Insertions	Single Ad	Total Ad Cost
<b>Broadcast TV</b>					
	Channel 5	Primetime/30s	8	S\$4,000	S\$32,000
	Channel 8	Primetime/30s	5	S\$4,000	S\$20,000
	Channel U	Primetime/30s	5	S\$3,500	S\$17,500
<b>Cinema</b>					
	Cathay	30s	1	-	-
	Eng Wah	30s	1	-	-
	Filmgarde	30s	1	-	-
<b>Grand Total</b>					<b>\$297,300</b>

\*\* Full Buyout Bundle Pack (13 Weeks across all JCDecaux cinema network of 66 halls island wide)

# Media Schedule

## 12-Week Media Plan from May to Jun 2012

Month	Week	Days						
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
May	1	Green	Green	Green	Green	Green	Green	Green
	2	Green	Green	Green	Green	Green	Green	Green
	3	Green	Green	Green	Green	Green	Green	Green
	4	Green	Green	Green	Green	Green	Green	Green
June	5	Green	Green	Green	Green	Green	Green	Green
	6	Green	Green	Green	Green	Green	Green	Green
	7	Green	Green	Green	Green	Green	Green	Green
	8	Green	Green	Green	Green	Green	Green	Green
July	9	Green	Green	Green	Green	Green	Green	Green
	10	Green	Green	Green	Green	Green	Green	Green
	11	Green	Green	Green	Green	Green	Green	Green
	12	Green	Green	Green	Green	Green	Green	Green

- Cinema (Cathay, Eng Wah and Shaw)
- Channel 5
- Channel 8
- Channel U

## References

- Advertising Rate Book. 2012. *Mediacorp*.  
[http://imcms2.mediacorp.sg/CMSFileserver/Documents/067/For%20Advertisers/CH\\_5\\_8\\_U\\_Media\\_Rate\\_Card\\_.pdf](http://imcms2.mediacorp.sg/CMSFileserver/Documents/067/For%20Advertisers/CH_5_8_U_Media_Rate_Card_.pdf)
- Blockbuster Package. 2010. *JCDecaux*. <http://www.jcdecaux.com.sg/wp-content/uploads/2012/05/Cinema-Blockbuster-Package-2012.pdf>.
- Channel Newsasia Singapore: Sep to Nov 11 Grid. 2011. *Channel Newsasia*.  
<http://www.channelnewsasia.com/advertise/pdf/loadingtable.pdf>.
- Digital Media Consumption Increasing as Consumers Embrace Multiple screens for News and Entertainment: Nieslen. 2011. *Nieslen*.  
<http://www.sg.nieslen.com/site/NewsReleaseNov062011.shtml>.
- Dix, Steve. 2010. *Media Planning in Action*. Australia: Cenage Learning Australia Pty Limited
- Global Online Consumer Confidence, Concerns and Spending Intentions. 2011. *Nielsen*.  
[http://pt.nielsen.com/documents/Nielsen\\_Q2\\_2011\\_GCI\\_Client\\_Report.pdf](http://pt.nielsen.com/documents/Nielsen_Q2_2011_GCI_Client_Report.pdf).  
(accessed May 14, 2012)
- Golden Village Cinema Network: Media Kit. 2012. *Golden Village*.  
[http://www.diseno.com.sg/wp-content/uploads/2012/pdf/goldenvillage/Golden\\_Village\\_Cinema\\_Media\\_Kit\\_2012.pdf](http://www.diseno.com.sg/wp-content/uploads/2012/pdf/goldenvillage/Golden_Village_Cinema_Media_Kit_2012.pdf)
- Grand Opening Day Set for 28 May 2011. 2011. *Resorts World Sentosa*.  
<http://www.rwsentosa.com/LinkClick.aspx?link=RWS%2Fpressroom%2F2011%2FPress+Release++Universal+Studios+Singapore+Grand+Opening+Day+Set+for+28+May+2011.pdf&tabid=61&mid=2371&language=en-US>.
- Growing Asian middle class fuels theme park boom. 2010. *Channel News Asia*.  
[http://www.channelnewsasia.com/stories/afp\\_asiapacific\\_business/view/1082114/1/.html](http://www.channelnewsasia.com/stories/afp_asiapacific_business/view/1082114/1/.html).
- Infocomm Usage – Households and Individuals. 2012. *IDA Singapore*.  
<http://www.ida.gov.sg/Publications/20070822125451.aspx/#usageHse3>
- Kau, Kwon, Siok Kuan, Soo Jiuan. 2004. *Understanding Singaporeans: Values, Lifestyles, Aspirations and Consumption Behaviors*. Singapore: World Scientific Publishing Co. Pte. Ltd
-

Leong, Grace. 2010. Genting S'pore keeps raking it in. *Asiaone*. Accessed November 12, <http://news.asiaone.com/News/The%2BBusiness%2BTimes/Story/A1Story20101112-246994.html>.

Media Rate Cards. 2012. *Diseno Advertising*. <http://www.diseno.com.sg/services/advertising/rate-cards/>

Nieslen: Media Consumption Levels in Singapore Remains Healthy. 2010. *Singapore Business Review*. <http://sbr.com.sg/media-marketing/news/nieslen-media-consumption-levels-in-singapore-remain-healthy>.

Our Cinema Presence. 2011. JCDeacaux Singapore. <http://www.jcdecaux.com.sg/solutions/cinema/our-cinema-presence/>

Phua, Mei Pin. 2012. "Govt reviewing IR rules, details to come 2nd half of 2012." *The Straits Times*, February 27.

Preliminary Findings on Battlestar Galactica Roller Coaster. 2010. *Resorts World Sentosa*. [http://www.rwsentosa.com/LinkClick.aspx?link=RWS%2fgeneral%2fpres-room%2fpdf%2fPress+Statement+-+BSG+%26+PELU+\(Aug+10\)+.pdf&tabid=61&mid=2371&language=en-US](http://www.rwsentosa.com/LinkClick.aspx?link=RWS%2fgeneral%2fpres-room%2fpdf%2fPress+Statement+-+BSG+%26+PELU+(Aug+10)+.pdf&tabid=61&mid=2371&language=en-US).

Report On Labour Force in Singapore. 2010. *Ministry of Manpower*. [http://www.mom.gov.sg/Documents/statistics-publications/manpower-supply/report-labour-2010/mrsd\\_2010LabourForce.pdf](http://www.mom.gov.sg/Documents/statistics-publications/manpower-supply/report-labour-2010/mrsd_2010LabourForce.pdf).

Ride the Movies at Universal Studios Singapore This March. 2010. *Resorts World Sentosa*. [http://www.rwsentosa.com/LinkClick.aspx?link=RWS%2Fpressroom%2F2010%2FUSS+Press+Release\\_050310.pdf&tabid=61&mid=2371&language=en-US](http://www.rwsentosa.com/LinkClick.aspx?link=RWS%2Fpressroom%2F2010%2FUSS+Press+Release_050310.pdf&tabid=61&mid=2371&language=en-US).

Singapore Economy. 2010. *EconomyWatch*. [http://www.economywatch.com/world\\_economy/singapore/?page=full](http://www.economywatch.com/world_economy/singapore/?page=full).



## Appendix A

### Survey Results Tabulation

<b>A</b> Which is the channel that you watch most frequently?					
30	Channel 8	35	Channel 5	16	Channel U
10	Channel Newsasia	2	OKTO	4	Suria
2	Vasantham				
<b>B</b> Which day do you usually watch the selected channel?					
38	Monday	44	Tuesday	40	Wednesday
52	Thursday	64	Friday	74	Saturday
88	Sunday	10	Everyday		
<b>C</b> What time of the day do you usually watch the selected channel?					
15	Morning	10	Afternoon	65	Evening
<b>D</b> How much time do you usually spend watching the selected channel?					
8	Less than 1 hour	12	1 hour	15	2 hours
53	3 hours	12	4 hours and above		
<b>E</b> Which social media website do you visit the most frequently?					
71	Facebook	12	Twitter	14	Instagram
3	Tumblr				
<b>F</b> Which movie theater do you frequent the most?					
7	Eng Wah	30	Golden Village	45	The Cathay
13	Shaw Cineplex	5	Flimgarde		
<b>G</b> What genre of movie do you prefer?					
13	Comedy	14	Romance	24	Thriller/Horror
20	Sci-Fi	21	Action	8	Animation
<b>H</b> Which age group do you belong to?					
16	15 - 19 years old	34	20 - 24 years old	31	25 - 29 years old
19	30 - 34 years old				

# Media Consumption Habits Survey

Your help in completing this survey is much appreciated. Please be assured that all responses will be kept confidential.

<b>A</b>	<b>Which is the channel that you watch most frequently?</b> (Please circle one option only)					
[1]	Channel 8	[2]	Channel 5	[3]	Channel U	
[4]	Channel News Asia	[5]	OKTO	[6]	Suria	
[7]	Vasantham					

<b>B</b>	<b>Which day do you usually watch the selected channel?</b> (You may circle more than one option if needed)					
[1]	Monday	[2]	Tuesday	[3]	Wednesday	
[4]	Thursday	[5]	Friday	[6]	Saturday	
[7]	Sunday	[8]	Everyday			

<b>C</b>	<b>What time of the day do you usually watch the selected channel?</b> (Please circle one option only)					
[1]	Morning	[2]	Afternoon	[3]	Evening	

<b>D</b>	<b>How much time do you usually spend watching the selected channel?</b> (Please circle one option only)					
[1]	Less than 1 hour	[2]	1 hour	[3]	2 hours	
[4]	3 hours	[5]	4 hours and above			

<b>E</b>	<b>Which social media website do you visit the most frequently?</b> (Please circle one option only)					
[1]	Facebook	[2]	Twitter	[3]	Instagram	
[4]	Tumblr					

<b>F</b>	<b>Which movie theater do you frequent the most?</b> (Please circle one option only)					
[1]	Eng Wah	[2]	Golden Village	[3]	The Cathay	
[4]	Shaw Cineplex	[5]	Flimgarde			

<b>G</b>	<b>What genre of movie do you prefer?</b> (Please circle one option only)					
[1]	Comedy	[2]	Romance	[3]	Thriller/Horror	
[4]	Sci-Fi	[5]	Action	[6]	Animation	

<b>H</b>	<b>Which age group do you belong to?</b> (Please circle one option only)					
[1]	15 - 19 years old	[2]	20 - 24 years old	[3]	25 - 29 years old	
[4]	30 - 34 years old					

Thank you for your time!