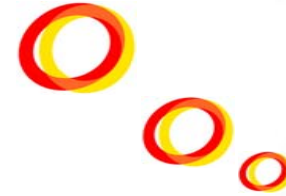


Segmenting the market



The segments..

Mrs Bliss



Cik Joyah



The 'Me' generation



The Grass Roots



The 'Modern Aspirational's



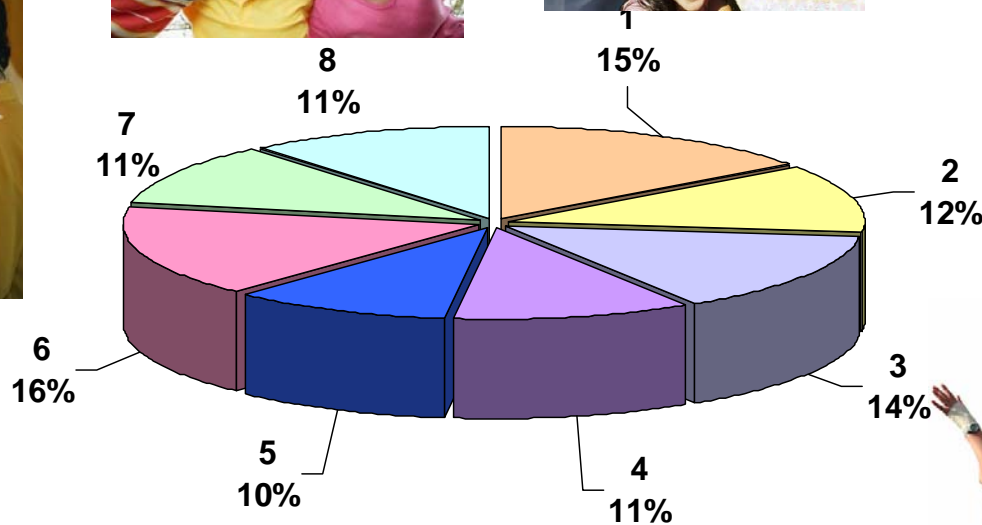
Golden Oldies



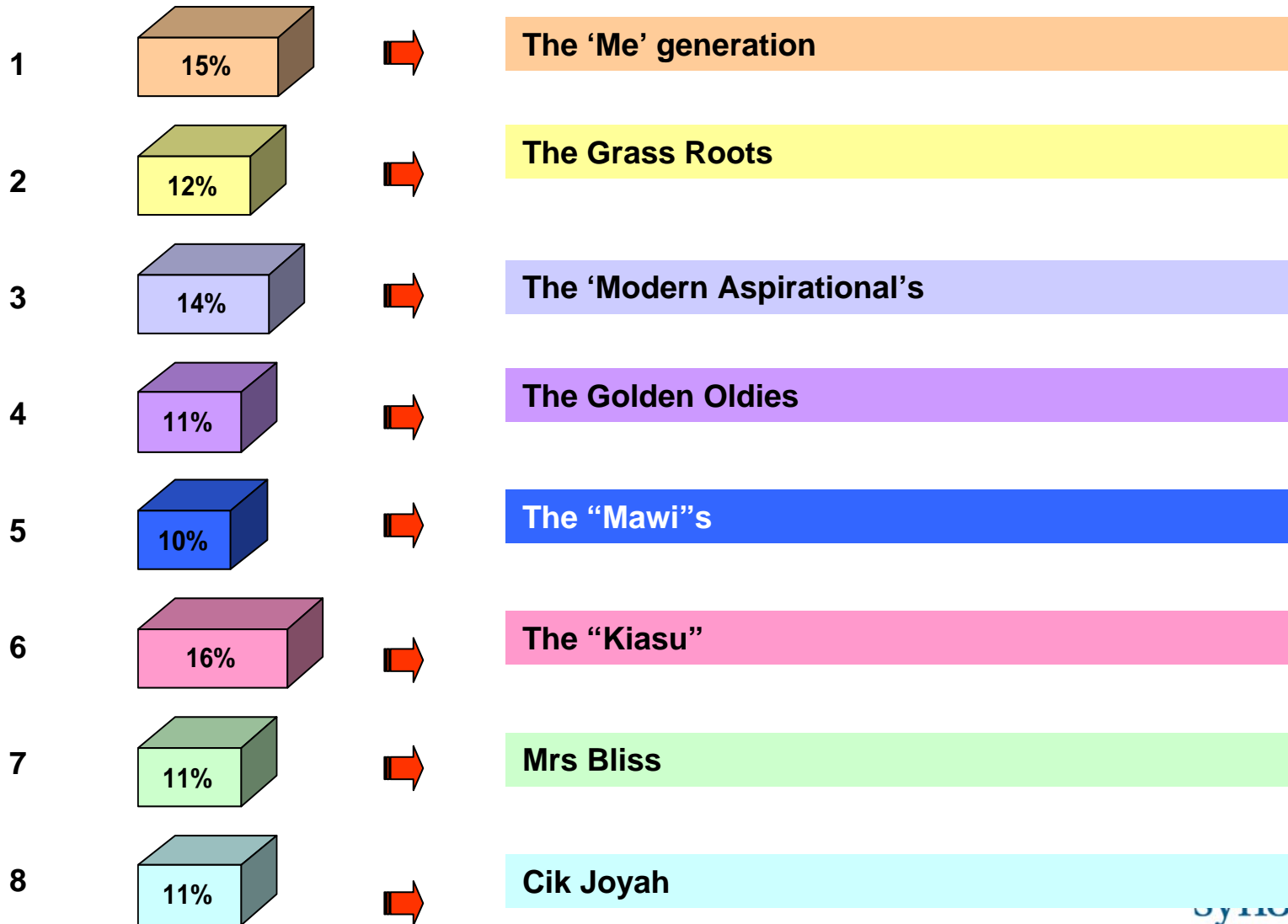
The Kiasu



The "Mawi"s



Description Of Segments



The 'Me' Generation

1 Urban young/ Independent/ modern (15%)

- Found in **Market Centres**
- **Chinese, Male**
- **Young** - aged 20-29, Single without children
- College/ University educated
- Working Full time or Students
- Live in terraced link house

- Rely on the Internet for information and believe in SMS communication
- **Tech-Savvy** - own MP3/ Ipod/ PC/ Mobile phone with internet
- Love new things & variety in life, less family orientated and enjoy single life
- **Always on the go** – less likely to stay home

- Fun loving – like hanging out with friends / Eat out
- **Full of activities**– Cinema/ Discos/ Karaoke/ Pubs
- Music lovers & concert goers
- Fast good & lifestyle branded café goers
- Interested in romantic comedies, travel & outdoor activities, less interested in news or current events
- Watch more Astro channels than terrestrial channels
- Read more English newspapers than magazines



Media skews:
The Star, AXN, Discovery Channel, Wah Lai Toi,
Sports channel, MY & Hitz FM

The Grass Roots

2 Rural/ East coast/ low income/ home bodies (12%)

- **Rural skew (East coast), 67% Malay** - kampung houses
- Male and female, married with children
- **Lower than average income**
- 30% only have primary level schooling

- Very **family orientated** – believe married life is better, and believe in the role of the family
- They are interested to what their parents say and less likely to pursue after social or leader status

- **Low internet access and product ownership**
- **Fewer leisure activities** than other low income groups – mainly spending time at home/ with the kids, and watching TV
- **Go out (to eat etc) less frequently** than other low income groups
- And **lower levels of interest in topics** such as news, movies, activities, sports etc



Media skews:
Low newspaper and magazine readership
TV1 & TV2

The 'Modern Aspirational's

3 Young modern Malay/ cosmopolitan/ varied life (14%)

- Aged 15-29, 57% are female & 73% Malay
- Lower income group RM 1000-1999
- Secondary or tertiary **educated**
- **Students**
- Living in terraced/ link housing – with family

- Their life is **not stressful** – and they believe in the role of family
- Like looking through ads and rely on SMS / Internet
- They like variety in life and enjoy a large variety of leisure activities: e.g. eating out, shopping, leisure driving, going to beauty salons and gym/ aerobics

- High product ownership e.g. desktop PC/DVD & Digital camera & videocam & handphone
- Interested in International news, arts, business, current affairs, travel.. Bourne out in high newspaper and magazine readership (and like looking through ads)



Media skews:
Berita Harian & Utusan Malaysia
General interest magazines i.e. Remaja, Wanita,
Mastika
Terrestrial TV & Astro

The Golden Oldies

4 Older/ retired/ not driven (11%)

- Chinese & Indian, urban skewed
- **Male & Female**
- **Older** – 50 & above
- Lower education levels
- **Housewife, retired/** unemployed
- Live in low cost flat

- Non Internet users, and less interested in newspaper/ magazine reading
- Do not possess high-tech products

- Not actively engaged in leisure activities, apart from **resting at home and watching TV** – though do believe in taking exercise to fit
- Do not show any particular interest in fashion, outdoor activities, sports or technology
- **Non adventures, non-driven**, generally passive

Media skews:
Low magazine readership
Chinese newspapers: China Press
Watch Chinese channels on Astro



The Mawi's

5 Rural/ low income/ striving for status (10%)

- More likely to live in **Rural areas (43%)**
- **Low income** group (37% with MHHI less than RM2000)
- 72% Malay
- Low cost detached/ village kampung houses

- **Social status** is important to this group
- Believe in the **role of the family**, and believe married life is better than single life
- Spends **time with family** and **listening to music** and radio, spends time watching TV – as well as eating out (mamak stalls)
- Areas of interest include local movies, local news, music videos, home decoration, celebrity talk shows
- Don't have the money to buy designer brands – or to pay extra for quality goods
- **Low involvement with internet, newspapers** and magazines.
- However, **high ownership of hand phones**, Hi Fi and plasma TVs



Media skews:
Low newspaper readership. Malay newspapers
read: Harian Metro
Radio: ERA FM

The Kiasu

6 Middle income/ hard working/ stressed/ business/ leaders/ (16%)

- Found in **Market Centres (esp KL) and urban areas**
- 58% are male – aged 20-49 – Chinese and Indian
- **Middle income** group
- 25% tertiary **educated**
- 63% work full time – in **white collar/ executive jobs**

- Their life is **stressful – as are working hard** – and want to be a **“leader”** rather than a follower
- Are prepared to sacrifice family/ leisure time for their **career** – **and “recognition”** is more important to them than money
- **Busy** – don’t have time to shop around (high credit card ownership though – and spending power!)
- Media is an important resource – including traditional media, as well as the internet and SMS

- Have the money to enjoy eating out – especially at Chinese and fast food restaurants
- But **don’t have much time** to spend resting at home
- High product ownership e.g. digital camera, ipod
- Interested in International news, international sports



Media skews:

Highest media usage of all segments
Astro (e.g. ESPN, CNN), 8TV, National Geographic
General interest magazines i.e. RD English
The Star, Sin Chew
Radio: MY FM & Hitz FM

Mrs Bliss

7 Interested homemaker (11%)

- Found in **all strata** (MC, urban and rural)
- Older 60+ – housewives/ **married with children**
- **Average income and education level**

- Believe in the **role of the family**, and that married life is better than single life.
- Social status is not important to this group
- Health conscious, do exercise and eat healthily
- **Not so interested in trying new things**, or “having a lot of variety” in their life

- Average Internet access and product ownership
- Enjoy **spending time at home with the family**, resting at home, listening to the radio
- Low media consumption, less interest in driving around and hanging out with friends
- Less likely to rely on SMS or Internet



Media skews:
Astro Wah Lai Toi & Chinese Newspaper i.e.
Sin Chew

Cik Joyah

8 Low income/ family orientated/ money focused/ not stressed (11%)

- Age 30-49, with children
- Low income (44% with MHHI less than RM1000)
- Secondary level education
- Rural skew – live in kampung houses (North)

- Believe in the role of the family, and are interested in what their parents say (traditional values)
- Prefer designer goods – and believe “if you don’t have money you are a nobody”
- Not want to be a “leader” – however they want **variety** in their life, and want to try new things
- Play sports to stay fit and eat healthily
- NOT stressed

- Low access to the internet and **low product ownership**
- Leisure activities include **chatting/ hanging out with friends, watching TV, listening to radio** and resting at home
- Areas of interest include **comedies**, local movies and classic movies
- Have greater trust in products being advertised, and like to look through ads



Media skews:
Magazine readership relatively high (e.g. Mastika, Wanita) while newspaper readership lower (Malay titles)
Terrestrial TV (low Astro viewership)