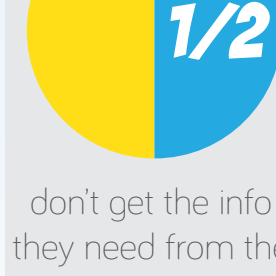


# ENGAGE ME!

## HOW CUSTOMERS IN SINGAPORE WANT TO BE ENGAGED BY BRANDS

### AUDIENCES ARE LOST

Brands in Singapore are not reaching their audience as effectively as they should...



don't get the info they need from the brands they have yet to buy from



of people don't even get the info they need from brands they already buy from

### BUT WHY?

Consumers now see word of mouth, the web and social media as the most effective way of getting information about brands.



Word of mouth



Brand Websites



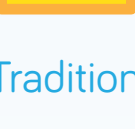
Social Media

70% think these are the top 3 most effective channels

These channels only reach the top 3 for:

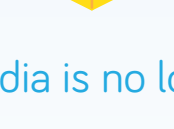
16%

Poster/Outdoor



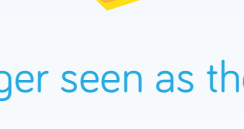
11%

Magazines



13%

Newspapers



10%

TV



3%

Radio



Traditional media is no longer seen as the most effective by consumers

IN THE PAST YEAR

71% say social media... have become more effective

70% say online advertising...

56% say websites...

### WHAT DO THEY WANT?

Rewarding communications that are relevant to where they are and what they are doing

Right place, right time

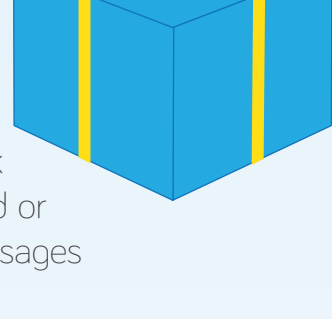


72% are much more likely to respond to timely marketing messages. Location services and mobile are critical

Rewards

93%

say brands need to give something back for them to read or respond to messages



IN THE PAST YEAR

65% say getting rewarded by brands in return for engaging them has become more important

But, rewards don't just need to be discounts...

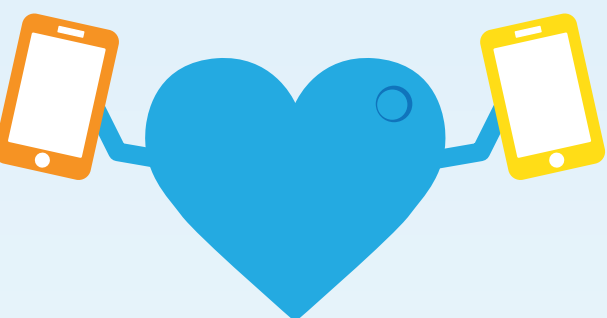
Consumers will visit a store, share something socially, or make a purchase, in return for...

70% entry to a lucky dip

50% level ups in mobile games with prizes



### IT'S GOT TO BE MOBILE



Singapore LOVES Smartphones

x2

Singaporeans in our survey own over 2 smartphones or tablets each

65%

Android is the most popular choice of smartphone, with 65% owning at least 1 Android device and 55% at least 1 Apple device

36%

iPad is the most popular choice of tablet, with 36% at least owning 1 Apple device and 28% at least 1 Android device

Anytime, anywhere!



88% at home

82% whilst shopping

78% before sleeping

74% just awake

74% travelling in singapore

73% when eating

73% socialising with friends

58% during work

Other answers include 'during lectures' and 'whilst exercising'

When shopping...



82%

use smartphones when shopping

Of that 82%...

86% find the location of outlets

71% find opening hours

70% research products they are looking at instore

51% find competitive prices for products they are looking at instore

Smartphones are becoming part of the bricks and mortar shopping experience.

### WHAT SHOULD BRANDS DO?

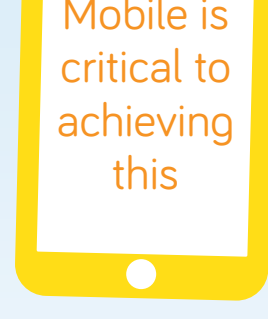


Brands need to be...

Where consumers are social, web, online advertising

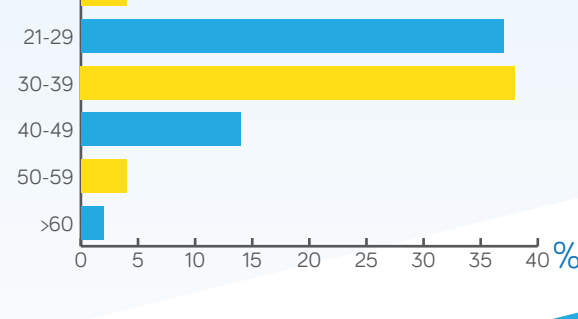
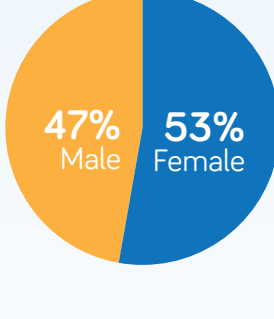
Relevant using location, time and behaviour

Rewarding give consumers something back

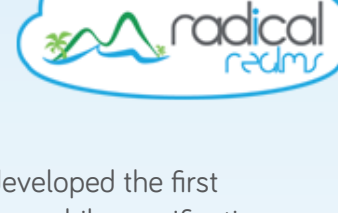


Consumers want to interact with brands through mobile, with relevance and rewards

### ABOUT THE 3RADICAL CONSUMER SURVEY



The survey was conducted amongst Singaporean consumers during February and March 2014 and received 298 full responses.



3RADICAL DELIVERS A READY MADE MOBILE GAMIFICATION PLATFORM FOR BRANDS

3radical has developed the first comprehensive mobile gamification platform that enables Brands use a wide range of different gamification techniques to engage with individual consumers quickly, easily and at low risk.

Brands get a high level of engagement with consumers and ultimately impact their behavior, whilst consumers get a fun, rewarding experience and highly relevant communications and offers.

The platform is available as a customized solution branded for specific organizations, or as radicalREALMS (3radical's consumer brand).