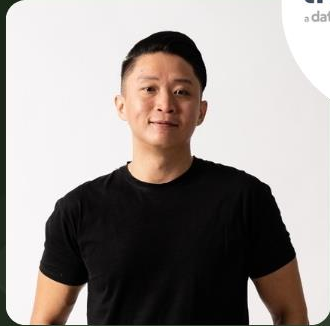# Keynote Presentation | [Media Data & Insights] Unleashing the Power of Open Source Media Data for Strategic Decision Making

truescope
a data:et partner company

KELVIN KOH

Managing Director,
Truescope

THE MARTECH SUMMIT

See **your world** more clearly

Unleashing the Power
of Open Source Media Data for
Strategic Decision Making

Kelvin Koh
Managing Director of Truescope

Kelvin is the Managing Director of Truescope Singapore, Asia's fastest-growing Global Media Intelligence company founded in Singapore.

A senior business leader with over 8 years of strategic intelligence experience, he has been helping corporate teams across PR, Communications, Marketing, Strategy, Enforcement, and Policy to see their world more clearly with the right use of Media Data.
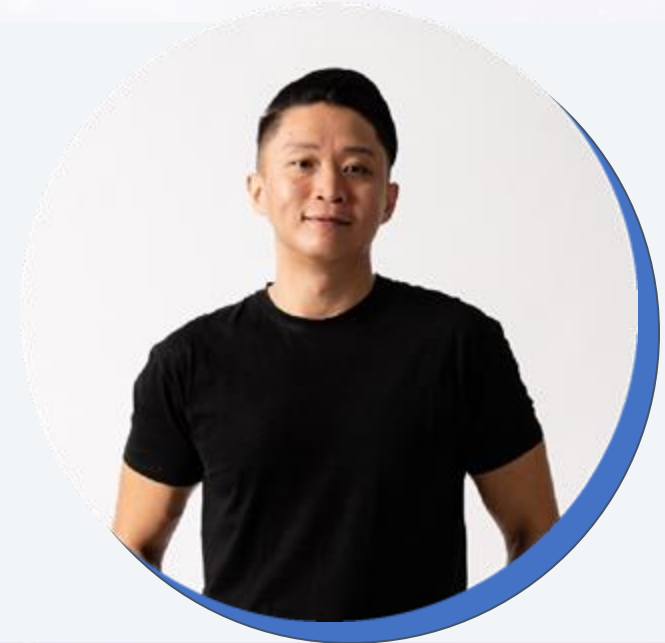
Using Media Data on 5 Levels

Media Monitoring

Brand Tracking & ROI	**Fire Alarm**	**Competitor and Industry Tracking**
Comprehensive data to maximize results when tracking owned, earned, and organic media	Real-time ingestion and alerts to allow more time to craft responses	Monitor competitor moves, and reputational changes and even activate media buys through active monitoring

Using Media Data on 5 Levels

Media Monitoring

Media Intelligence

| **Brand Tracking & ROI**	**Fire Alarm**	**Competitor and Industry Tracking**	**Data Synthesisation**	**Strategic Decision Making**
Comprehensive data to maximize results when tracking owned, earned, and organic media	Real-time ingestion and alerts to allow more time to craft responses	Monitor competitor moves, and reputational changes and even activate media buys through active monitoring	Layering of media data together with first-party data to see your world more clearly	Data-led approach, in real-time to make strategic decisions

Synthesising Media Data with 1st Party Data

Data Synthesisation

Media Data x Call Centre Data → Resource Planning

- The ability to map conversational volume after a major brand announcement, as well as emotional categories of conversations (Confusion, Anger, Excitement)
- Mapping this with call centre data (Frequency, llength, time, topic, rating)
- Helps to plan resource allocation of a brand's call center operations to cope with expected spike in inquiries.
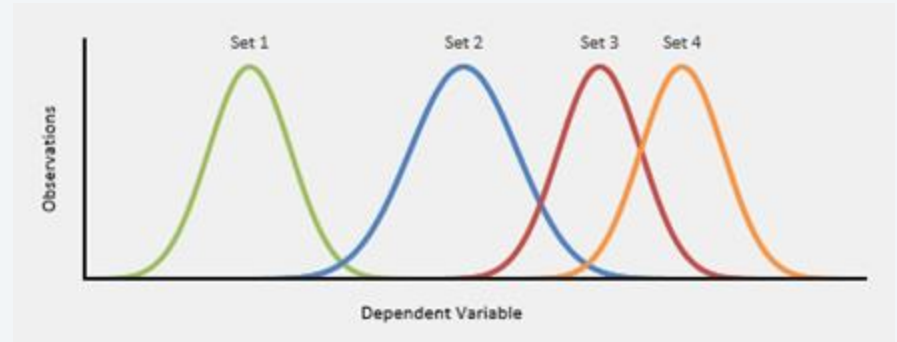
Using ANOVA (Analysis of Variance) analysis to spot trends and predict load increases with high percentages of certainty

Identify opportunities for growth, mitigate risks, and optimize overall business performance

1. How such insights can be used to identify opportunities for growth, mitigate risks, and improve overall business performance

Deep Dive:
Travel Trends

The travel planning process has changed on Social Media

Trend #1: Preference for authentic travel content on social media

- Netizens are interested in authentic vs highly curated travel content on social media because they are looking for an honest and real experience that they can relate to

- Instead of relying solely on sponsored social media posts on your sites, they are turning to blogs, vlogs, and other social media platforms to get a more accurate picture of what to expect on their travels.

Trend #1: Preference for authentic travel content on social media

EVIDENCE 1:

Travel-related content in the style of the "expectation vs reality" trend on TikTok amassed 55.9 million views to date. Videos of this nature involve users sharing their travel experiences, Contrasting their expectations with what they actually encountered during their trip.

Video by @travelling nusapenida
423,200 likes
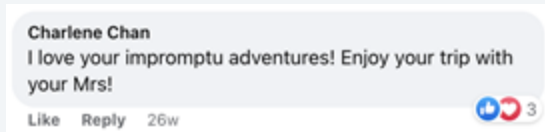
Video by @sinyuow
220,600 likes

Trend #1: Preference for authentic travel content on social media

EVIDENCE 2:
In October 2022, Singaporean blogger @mrbrown Singaporean blogger posted a series of informative posts on both Facebook and Instagram, documenting his entire trip to Japan. His candid and unsponsored itinerary, which he updated daily, amassed a total of 44,437 engagements on Facebook and 27,838 engagements on Instagram.

The response from netizens was overwhelmingly positive, with many praising @mrbrown's approach to travel for its emphasis on spontaneity and a lack of rigid planning. This highlights a growing trend in travel content consumption where **authenticity is increasingly valued by audiences, as it provides a more realistic and relatable perspective on travel experiences**. Many users expressed their eagerness for more of such content from @mrbrown.

Charlene Chan
I love your impromptu adventures! Enjoy your trip with your Mrs!

Like   Reply   26w   3

Joe Gui
I love the way u travel, no fuss no itinerary no stress, do whatever u like
Like   Reply   26 w   2

Jessica Choo
I m following your impromptu adventures on this holiday. I have never ever done anything impromptu. Maybe I should do it once in my lifetime. 🥰

Like   Reply   26w

Antony KW
Appreciate your postings, I will be following closely your adventures and try to get some ideas as we will be travelling to Japan for a family holiday next year June/July. Enjoy your well deserved holiday with your wife. 😍

Like   Reply   26w

Trend #1: Preference for authentic travel content on social media

What this means for brands:

Brands may need to **shift their focus from solely creating glossy, aspirational content to showcasing real and relatable experiences.**

Brands can harness the power of **user-generated content** to showcase the authenticity of the brand and/or the travel experience, and also increase engagement and social proof.

To effectively reach their target audience, **collaborate with content creators who have built a strong reputation for creating authentic and engaging travel content.**

Moreover, brands would do well to focus on **creating content that is informative and helpful, rather than solely promotional.** This can involve sharing tips and recommendations, highlighting unique local experiences, and showcasing behind-the-scenes moments.

1.#AXNHometownGOAT campaign

AXN Asia launched a social media challenge, asking Filipinos to express why they believe their hometown is the greatest of all time (G.O.A.T.) on Instagram and TikTok.

On Instagram, netizens were required to share a carousel of photos or videos highlighting their take on why their hometown is the GOAT.

Deep Dive:
Workplace Trends

Table 2. Netizens' voices on workplace discrimination
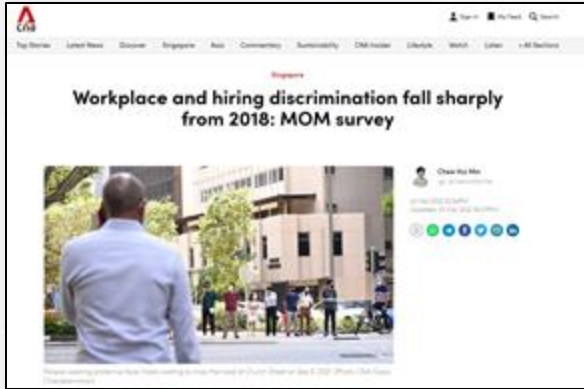
WORKPLACE DISCRIMINATION: NETIZEN'S VOICES

Type of Discrimination	Threads	Comments	Reactions	Shares	Engagements	Sentiments Level		
Age	20	111	1,270	197	2,147	70%	24%	6%
Disability	3	4	50	22	113	100%		
Gender	68	617	2,849	184	4,421	63%	32%	5%
Sexuality	7	11	628	115	1,087	73%	27%	
Marital	6	21	301	14	492	57%	10%	33%
Mental Health	5	1	26	1	57	100%		
Nationality	8	78	231	74	450	82%	14%	4%
Pregnancy	43	1,122	7,482	1,047	12,518	44%	51%	5%
Race	34	84	3,128	80	3,739	47%	45%	8%
Religion	10	0	50	22	96	N/A		
General (Non-Specific)	20	160	1,517	159	2,549	71%	24%	5%

Workplace discrimination based on pregnancy (1,122 comments), gender (617 comments), and age (111 comments) garnered the highest volume of chatter in the social media space in H1 2022. Interestingly, amidst conversations on the common forms of workplace discrimination in Singapore, vaccine discrimination emerged as a potential concern amongst netizens (54 comments).

This likely stems from the institutionalization of vaccination-differentiated safe management measures at the workplace in early 2022 to manage the risk of COVID-19 transmission.

Deep Dive: **MINISTRY OF MANPOWER SURVEY**

The Ministry of Manpower published the results of a survey of 3,000 respondents which found that workplace discrimination fell sharply from 24% in 2018 to 8% in 2021. The proportion of those who reported discrimination during their job search also fell from 43% to 25%.

EMOTION COUNTER

☹ ▮ Disappointment 27%

☺ ▯ Neutral 23%

😰 ▮ Doubt 15%

👎 ▮ Contempt 10%

😫 ▮ Frustration 9%

🙄 ▮ Sarcasm 7%

😷 ▮ Disgust 5%

😩 ▮ Resignation 2%

WHAT ARE NETIZENS SAYING?

The disappointment was observed as netizens suggested that companies had a **preference for foreigners over locals** and tended to hire people of a similar race.

Disappointment and disgust were also observed as netizens **recounted their personal experiences** or observations of others facing challenges of receiving interviews and securing jobs due to their age.

Doubt, contempt, and sarcasm towards the accuracy of the survey findings due to employees choosing to remain silent and the tight labor market.

Frustration towards the state of discrimination – particularly on age and nationality – in Singapore was observed as netizens lamented the perceived inaction to address them.
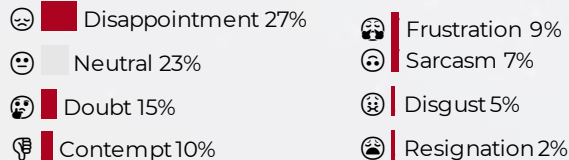
Trend #2: What's trending in workplaces

Apart from pre-emptive messaging, some more strategic recommendations could be:

- **what constitutes discrimination** - people's definitions of discrimination may be expanding (Woke Gen-Zs?) so organizations would do well to review their policies and procedures regarding workplace discrimination and identify areas of improvement so that employees feel safe/heard

- **Updated training** - training on discrimination and inclusion can help educate employees on what constitutes discrimination, how to recognize it, and how to respond appropriately-foster open communication

- **Identify Unknown Red Flags - Encourage open communication** between employees and management to address any concerns or issues related to discrimination. this can be done through regular check-ins, surveys, and anonymous feedback channels

Thank you, we hope your world's looking **a little clearer!**

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Managing Director of Truescope

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