

Thai First: New Research Shows Upscale Consumer Habits And Quality Media Reach

Contributed by Synovate
Wednesday, 25 May 2005

Asia's first local upscale media survey was today launched in Bangkok. It tracks spending patterns and media habits across Bangkok's most affluent, allowing marketers greater insight into this all-important group of consumers.

Driven primarily by the lack of insights into the magazine and quality press readership of upscale affluents, the new survey, called Media Atlas, is supported by the Media Agency Club (MAC) of Thailand and conducted by leading global research firm Synovate. Leading magazine and newspaper publishers agreed to provide seed funding for the fast-track pilot study to overcome the current "sampling blindness"™ to the A and B segments of the Bangkok socio-economic pyramid.

Khun Sakda Preechawipat, Managing Director of Universal McCann Thailand and Chairman of MAC, sees this initiative as a timely new perspective on the growing tide of affluence in Bangkok.

"As users of research data, we are always looking for fresh insights into the minds of consumers in our increasingly complex multimedia world. Media Atlas gives us this new insight.

"Our role is to monitor the quality of the study and ensure good value for our advertising clients," he said.

Steve Garton, Synovate's Media Director for Asia Pacific, said that the research firm had built upon its already respected Synovate PAX media study in undertaking Media Atlas for the Thai media industry.

"Synovate PAX is a robust study of the super-elite across 11 cities in Asia. It is used by the world's top print media and satellite broadcasters to communicate the value of Asia's affluent to advertisers. One of the main reasons for the success of PAX as a media currency is the proven methodology. By using telephone research, we are able to optimise our access to these rich consumers.

"Now we can offer this same robustness to the Thai media industry by extending this methodology to Media Atlas. It is very satisfying to be able to offer rich insights into the rising affluence of Bangkok to advertisers in Thailand," he said.

Mr Garton said that the upscale emphasis of Media Atlas captures the full local magazine and newspaper reach of Bangkok's affluents for the first time.

"These insights should give media specialists and advertisers confidence to realign their advertising budgets, to integrate magazines and upscale newspapers into multimedia campaigns," he said.

The advertising effectiveness extension of television plus selected print media has been proven in many Western markets. This optimisation factor is referred to as the "Media-Multiplier" effect.

Cyril Pereira, Executive Board Member and past Chairman (2001-2004) of the Society of Publishers in Asia (SOPA), said: "It is not about asking advertisers to spend more but a way to realign existing budgets to optimise campaign value".

Pereira, representing Advance Agro PLC, producers of Double A paper, conducted a study of the Thai magazine industry in 2004. The findings from that study drove this new research initiative, which Advance Agro supports in the broader interest of the publishing industry.