

CHAMPS OF THE SINGAPORE MEDIA SCENE

Marketing's annual report looks at the media companies which have won over marketers' hearts when it comes to launching their latest campaigns to target the Singapore public. From newspapers, TV, radio and magazines to out-of-home – here are the leaders in the Singapore media scene.

METHODOLOGY

HOW DID WE ACHIEVE THIS?

The Media of the Year Rankings were derived from questions in *Marketing's* annual Media Spend Benchmarking Survey. *Marketing* employed an online questionnaire and surveyed its database of client advertisers and marketing services agency professionals. All answers given by respondents were considered by *Marketing* when finalising the rankings.

QUALITY RECIPIENTS AND RESPONDENTS

With more than 900 respondents participating in this year's survey, the research gathered holistic and up-to-date feedback from advertising decision-makers and influencers and agency professionals from various marketing services.

One hundred per cent of our respondents were manager-level decision-makers, with more than 20% from the most senior ranks of client advertisers and another 27% were VPs or director-level marketers.

The majority of the respondents from the agency side were CEOs, MDs and GMs (47%), 43% were marketing personnel and 10% creative and media personnel.

Advertisers from major and local international banks, FMCG companies, property and construction, as well as those from travel and hospitality companies participated in the survey. Agency professionals across the marketing spectrum were also well-represented.



OUT-OF-HOME MEDIA OF THE YEAR

JCDECAUX

Finishing top this year is JCDecaux Singapore, which clinched the exclusive seven-year bus shelter concession in February, marking its return to bus shelter advertising. It also anchors its presence island-wide by complementing existing platforms in malls, billboards, cinemas and the airport. McDonald's came on board as the launch advertiser in May for the island-wide bus shelter networks.

JCDecaux also launched VIOOH, a global independent automated planning and trading platform designed to accelerate growth of OOH advertising and connect the industry to the

programmatic digital ecosystem. VIOOH is an integrated platform that provides automation and offers programmatic trading for media sellers and buyers, optimising campaigns using data and technology to improve the targeting and the effectiveness of campaigns. Meanwhile, JCDecaux's commitment to innovation led it to upgrade its existing platforms such as the Digital Dragon's Tail at ION Orchard.

Some of its key advertisers include Estée Lauder, Shiseido, Martell, ABB, United International Pictures, UOB, Standard Chartered and Marina Bay Sands.

Coming in second is Clear Channel Singapore. In the past year, it appointed Lindy Chan as head of sales, overseeing revenue, reputation and relationships for Clear Channel Singapore. She has over 20 years of media sales experience accumulated through local and regional roles with companies such as Singapore Press Holdings, BBC Worldwide and Mediacorp.

Some of the key campaigns Clear Channel ran in the past year include Heineken's "Gift-O-Rater", Coca-Cola's "#Cokebreak5" and Mondelez's "Orso Thin Lemon".

Its list of clients include National Heritage Board, Red Bull, Knorr, Carlsberg, Tiger Beer, McDonald's and Mondelez.

Recently, it rolled out a new goal-based approach to buying digital out-of-home, Play+, mimicking the ease and flexibility of online ad-buying. Play+ allows advertisers to buy guaranteed goals and not just locations, deliver campaigns from one week to just one day, as well as increased flexibility where advertisers will have a suite of add-on solutions to choose from. Play+ is powered by audience understanding video analytics system LEXI.

CLEAR CHANNEL SINGAPORE