

How Petronas Used Intelligent Creatives to Drive Sales and Win Awards



Business Challenges Identified

Customer Segments



How can Petronas grow its relevance and penetration amongst the Affluent and non-Malay base

- Which specific demographics to be targeted?
- How can Petronas increase the sales?

Fuel, C-Store and Setel Penetration



How to increase customers basket of goods and drive digital payments through it

- How to grow average ticket size and usage of Setel?
- What are the key challenges to drive adoption across key segments?

Cashless Transactions



How to drive digitization of current Mesra customers and improve the spent through Setel

- What are the plans to drive 100% digitization on the app?
- What are the improvement areas or tactical steps that will improve shift in customer behavior?

The outcome of collaboration with ADA resulted in providing Petronas with 5 key potential benefits

Direct Revenue Contribution

Top line revenue generation through precision targeting

Increased in Core Sales

Increase sales/traffic through intelligent creatives

Enhanced Customer Loyalty

Customer stickiness due to personalized messaging and offers

Attracted New Customers

New customer engagement and CVP differentiator

Enhance Customer Insights – insights into customer behavior on individual level



PETRONAS



Behavioral data presented to drive higher conversion

Analysis of visitors
by gender

Gender



Footfall analysis of visitors
by time of day and day of
week, as well as with
PETRONAS C-Biz Partners

Footfall



Analysis of device
brand used by visitors

Device
Brand



Affluence

Use of mobile device
model as proxy to
affluence



Age Group

Analysis of visitors
by age groups



Persona Breakdown

Categorisation of visitors
based on your identified
target personas and
loyalty segment



Telco Carrier

Analysis of telco providers
used by visitors

Identifying customer personas based on behavioral data for better targeting

REWARD SEEKERS & BARGAIN HUNTERS (SHOPPERS)



- Customers who seek rewards and rebates upon purchases made. Frequently browsing e-commerce and redemption sites to find the best deals and returns they could get.

TRAVELERS



- Those who travel long distance on a regular basis and sighted along highways often. They consider how different type of fuel affects the performance of their cars. Heavy users of navigating apps.

WORKING PROFESSIONALS



- Customers who are sighted at central business districts (CBD) such as KLCC, Putrajaya and KL Sentral areas. These are the audiences using productivity, management, stock market and news apps.

AUTOMOTIVE



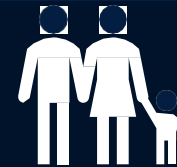
- Avid automobile devotee, customizing and upgrading various parts of their cars to its fullest capacity. Repeated visits sighted at workshops and auto-experts centers.

PREMIUM USERS



- Customers that visit high-end car showroom and service centers. Often frequenting high-end places such as, premium retail outlets, private hospitals and high-end hotels.

FAMILY



- Those that may have been seen at schools and/or have heavy usage of parenting apps as well as apps targeting <12 years old children.

Use of Intelligent Creatives to reach out to different target audience



Brand positioning
creative for Loyalists



Use of high-powered
talent creative
for Switchers



Tactical driven
creative for
Shoppers and Auto
Freaks

Use of Intelligent Creatives to reach out to different target audience

Frame 1



**Win
BIG prizes
when you power up
with
PETRONAS!**

Frame 2



**Just pump
min RM40 and
stand a chance
to win:**

**Verdi
Condominium**

sponsored by:



*T&C apply

Frame3



**Just pump
min RM40 and
stand a chance
to win:**

**Mercedes-Benz
GLA 250 AMG**



*T&C apply

Frame 4



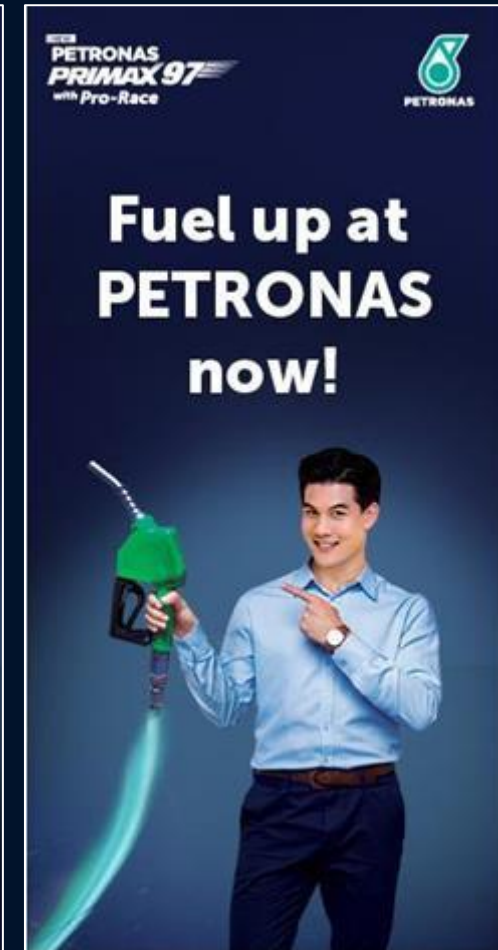
**Just pump
min RM40 and
stand a chance
to win:**

- Free Petrol
- Synthium
- Setel Vouchers




*T&C apply

Frame 5

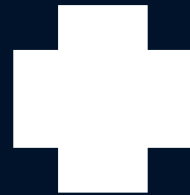


**Fuel up at
PETRONAS
now!**



The Results

**Increase in
Station Footfall**



**Increase in
Newly Acquired
Customers**



**Incremental
Fuel Volume**



Marketing Innovation

THANK YOU

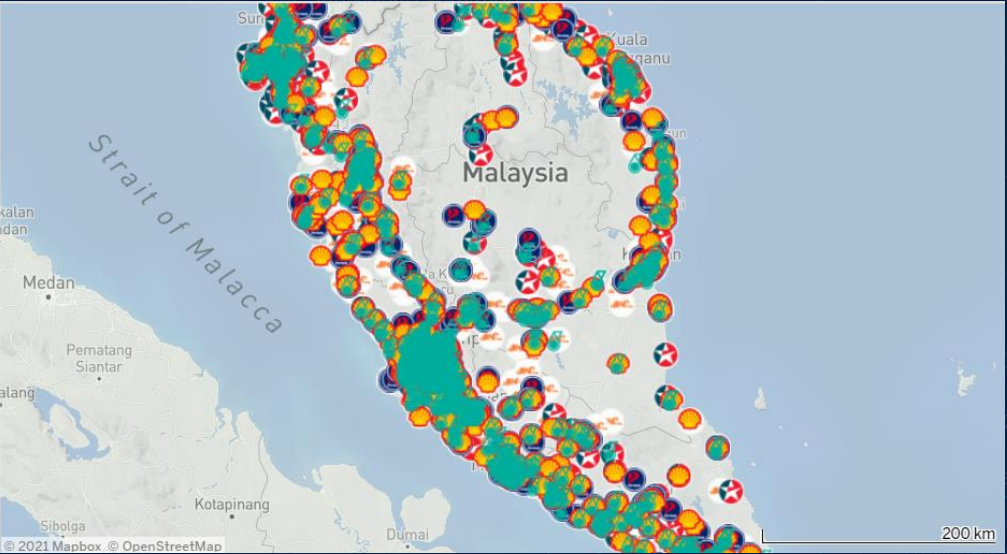


AUDIENCE INSIGHTS & SEGMENTATION

**Making full use of our XACT DMP capabilities to
help drill down and hyper-target our audiences**

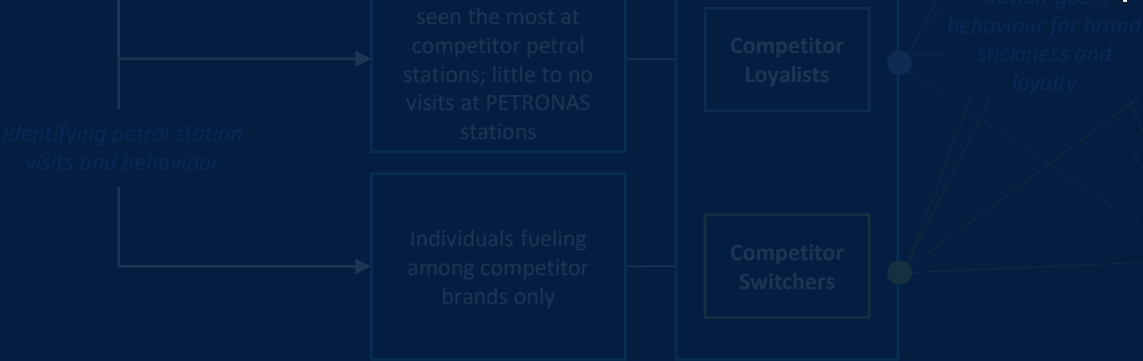
HOW WE DETERMINE AUDIENCE SEGMENTS

Snapshot Of All Geofenced Petrol Stations



Crawl back period from 2020

Mapping of petrol stations



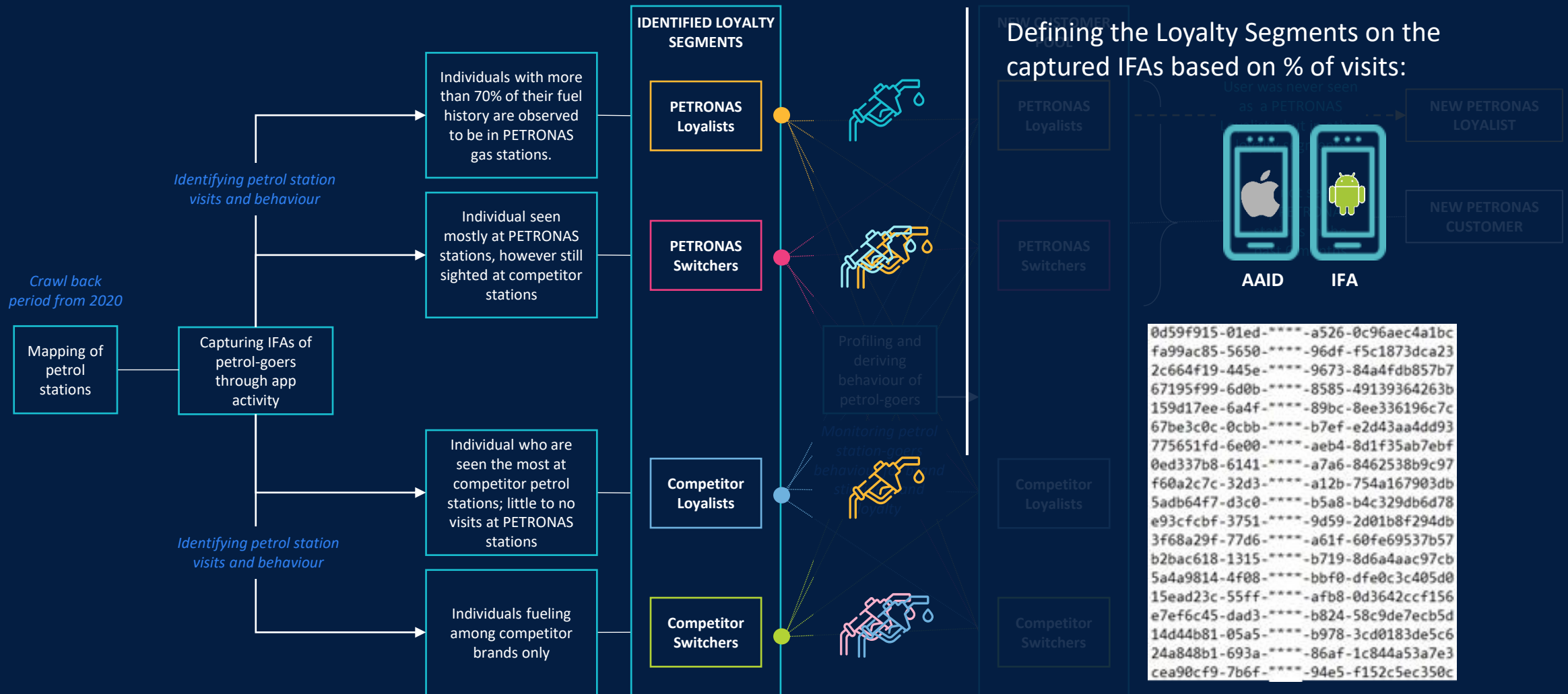
Our geofencing capabilities:
More accurate device capturing

Others
Radial Geofencing

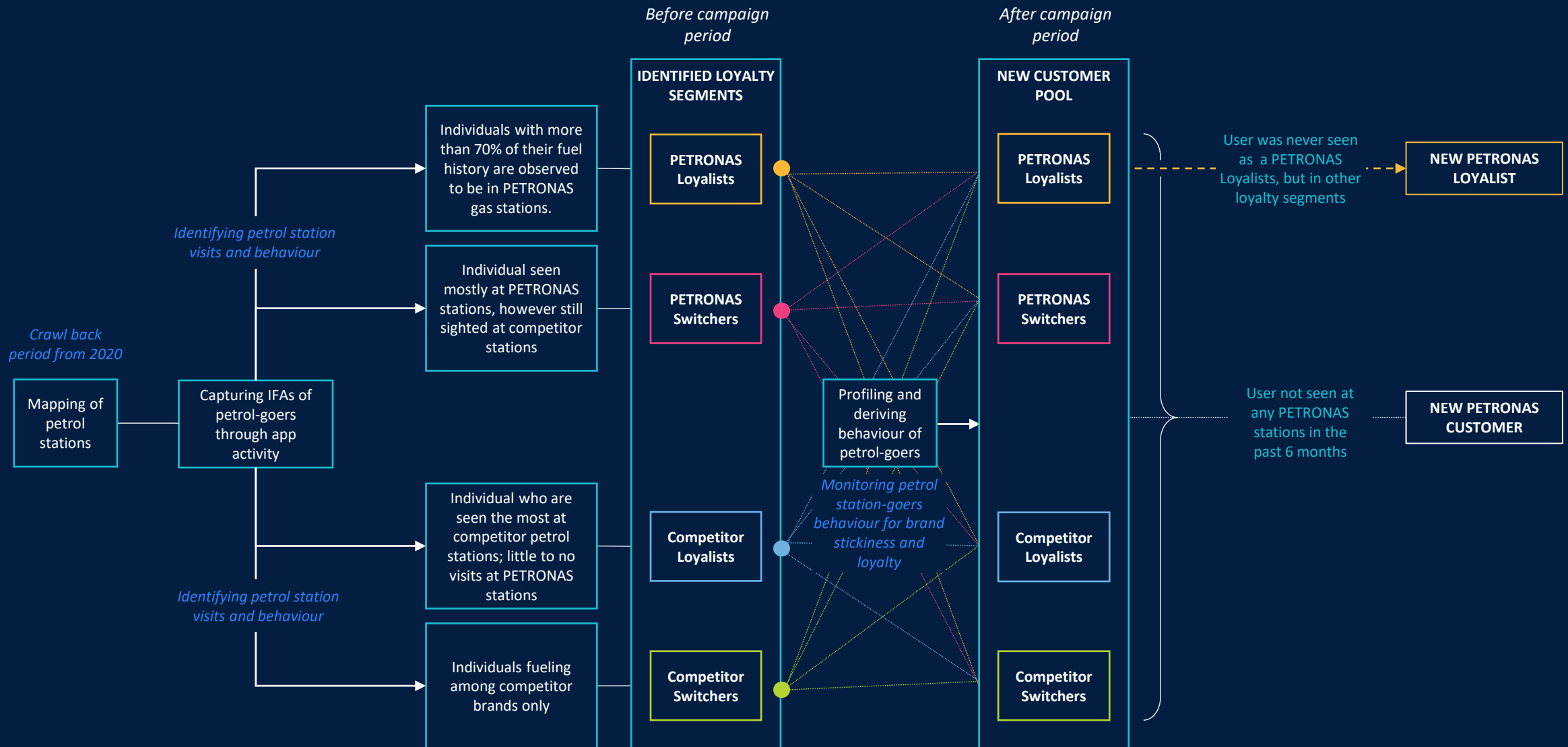
Our Capabilities
Polygonal Geofencing



HOW WE DETERMINE AUDIENCE SEGMENTS



HOW WE DETERMINE AUDIENCE SEGMENTS



DEFINING THE DIFFERENCE TARGET AUDIENCES & PERSONAS

TARGET AUDIENCES:

PETROL BRAND LOYALTY SEGMENTS

PETRONAS LOYALISTS

Only using PETRONAS fuel for their vehicles. More than 70% of their fuel history are observed to be in PETRONAS gas stations.

COMPETITOR LOYALISTS

Customers who are loyal to a specific PETRONAS competitor. Rarely or almost never visit PETRONAS gas stations.

PETRONAS SWITCHERS

Fueling at mostly PETRONAS stations, however still sighted at competitors gas stations.

COMPETITOR SWITCHERS

Jumping among different gas stations, except PETRONAS.

COVID-19 RELATED SEGMENTS

VACCINATED

Users seen at vaccination centres ≤ 3 times in a month

FRONTLINERS

Users seen at healthcare centres such as hospitals, clinics, and vaccination centres >3 times in a month

DEFINING THE DIFFERENCE TARGET AUDIENCES & PERSONAS

TARGET PERSONAS:

MORE OFFLINE-FOCUSED:



SHOPPERS

Captured in shopping malls



AUTOMOTIVE

Seen to visit car showrooms, upgrading car workshops, service centers



PREMIUM USERS

Seen at affluent residential areas, POIs such as fine dining, aesthetic clinic, golf courses, etc.,



TRAVELERS

Travel 150 - 500km between seen locations on a regular basis & sighted on highways often



WORKING PROFESSIONALS

Determined to have different home and work locations. Sighted at central business districts



BUSY BEES

Seen at different locations multiple times in a day

MORE-ONLINE FOCUSED:



SOCIAL BUTTERFLIES

At least one Social apps in their mobile device



WEALTH MANAGERS

With stock market or investment apps, and uses them intensely



PHONE PHREAKS

Numerous number of device personalisation and customisation app in their mobile device.



GAMERS

Spend majority of their time online on any Gaming apps

FOOTFALL

PETRONAS surpassed its competitors in each time stamp between the hours of 2pm to 9pm on weekdays



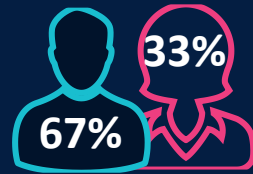
Footfall peaked at 2 periods both weekdays and weekends :

9am – 12pm
2pm – 5pm

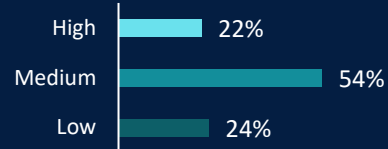
PETRONAS observed its highest footfall of in W1 August



DEMOGRAPHICS



25-34 years old

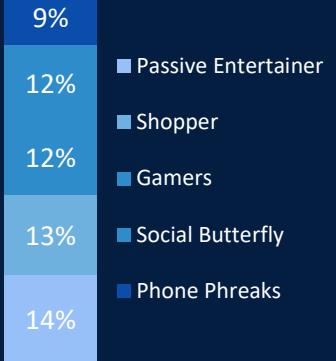


Maxis is the 2nd preferred telco provider with 21%, while Oppo comes in 2nd as the most used device among PETRONAS customers

DERIVED DEMOGRAPHICS



PETRONAS had most of its customers seen as **Phone Phreak**, and least in Automotive during the month of August



OFFLINE/ ONLINE CATEGORIES



Majority of PETRONAS customers we identified at **Hypermarkets**, <5% of them were sighted in fast-food chains



Of PETRONAS customers use Social apps intensively.

Social



The top 5 listed app categories make up >70% of PETRONAS customer pool

EXAMPLE OF AUDIENCE INSIGHTS

We utilise our insights to strategise on personas to target in each campaign.

Other view insights we capture includes:

- Footfall analysis and market share between petrol brands
- Affinity to C-Biz Partners (PETRONAS NFR Partners)
- Etc.

TAKING OUR INSIGHTS TO REACH THEM

DELIVERED

CREATIVE DELIVERABLES

7 PERSONAS (3 Grouped Personas)

Errands

WORKING
PROFESSIONAL

1

THE CAR
ENTHUSIAST

TRAVELERS

Kedai Mesra

FAMILY WITH KIDS

2

SHOPPERS

SOCIAL BUTTERFLY

Setel

GAMERS

3

PHONE PHREAK

4 TARGET AUDIENCE (Multiple CTAs)

1

PETRONAS LOYALIST

2

PETRONAS SWITCHER

3

COMPETITOR LOYALIST

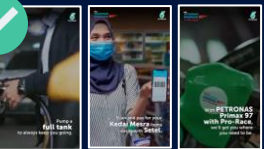
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COMPETITOR SWITCHER

Main Campaign Videos (16:9)



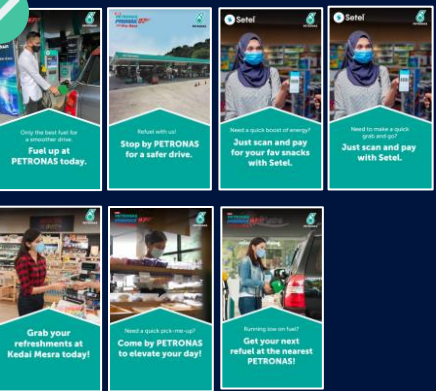
Main Campaign Videos (9:16)



Static Banners (1:1)



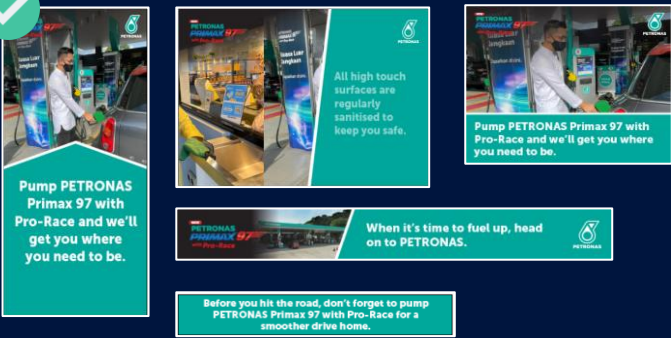
Static Banners (9:16)



Personalized Videos



HTML5 Banner



INTELLIGENT CREATIVE

**Building an effective content and communication
strategy to drive campaign performance**

INTELLIGENT CREATIVE

Our recipe to a successful marketing campaign.



LISTENING TO WHAT MATTERS

Consumer voices and competitors



DATA AND ANALYSIS

- Brand awareness
- Brand reputation
- Customer experience
- Sentiments

- Market trends
- Category trends
- Audience Demographics

- Marketing activities
- Performance
- Earned Media
- Audience

WHAT WE CAN DO

- Build unique emotional connection to the brand

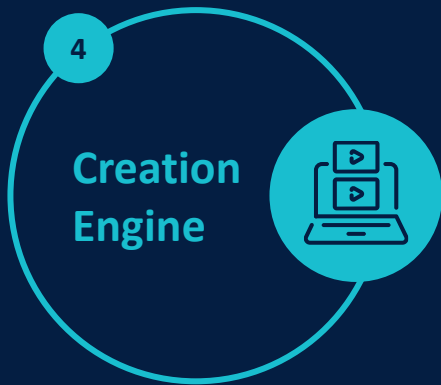
- Addressing customer expectations and their needs

- Product differentiator - USP (Unique Selling Proposition)

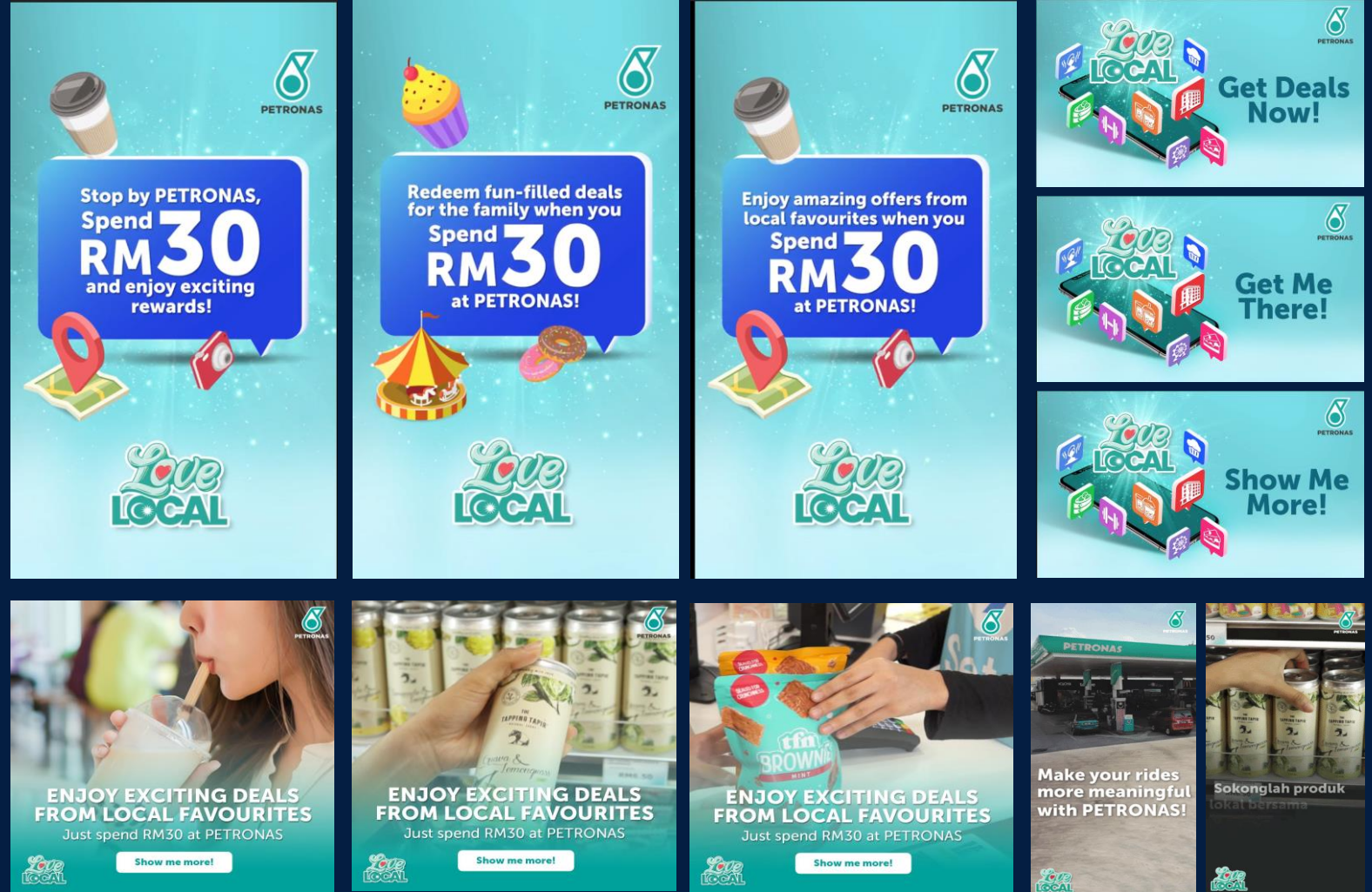
DRIVING RELEVANCY

Scaling up of creative and content.

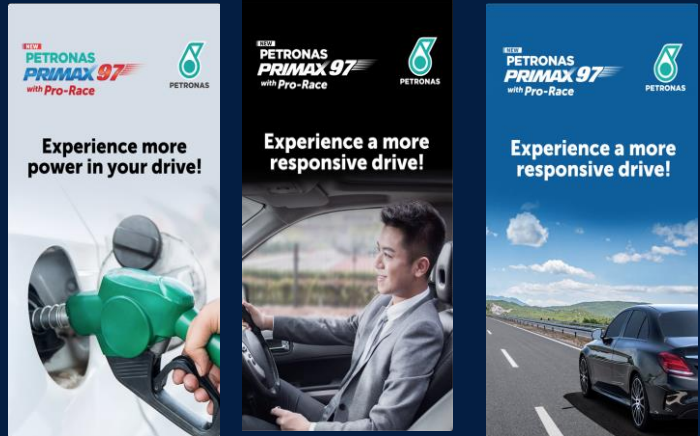
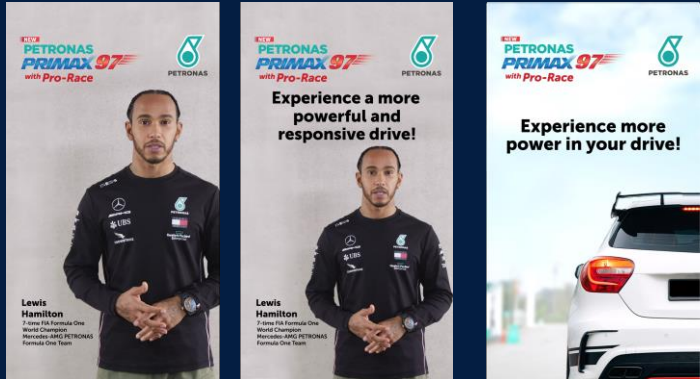
CREATIVE WORK



- AI Recommendation
- Automation
- Publishing



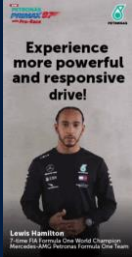
CREATIVE WORK



Competitor Loyalist
Shoppers & Travellers
300x600



Competitor Loyalist
Affluent & Automotive
300x600



Petronas Switcher
Shoppers & Travellers
300x600



Petronas Switcher
Shoppers & Travellers
300x250

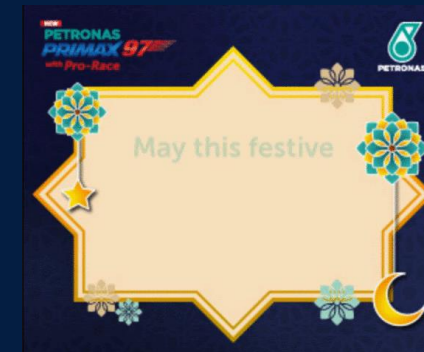


Competitor Loyalist
Shoppers & Travellers
300x250

Static Banner

HTML Banner

HTML Banner (Festive)



THEME AND TRENDING CONVERSATIONS

Hygiene content to pull and help build brand visibility



- Real Time Monitoring
- Stay relevant
- Discovering new content topics
- Staying ahead of competitors

HIGH VOLUME AUTOMATED CREATIVES

Importance and why it works



Tailor-made creatives for each audience segments



Produce timely creatives according to real time trends and conversations



Responsive Rich Media and high quality creatives at scale



Drive better performance through AB testing and learning (eg: Language, creative, message)



Dynamic Creatives Optimization according to target audience persona, location and respective consumer journey



Optimize campaign performance and to avoid ad fatigue

Driving Impact and better campaign results with Intelligent Creative

Data. Technology. Creative.

10X
CREATIVES

More creative content to

- stay relevant to each audience segment
- AB test to understand our audience better
- avoid ad fatigue

10X
SPEED

Faster creative production time

- Stay relevant
- Speed of culture
- Campaign optimization

3X
PERFORMANCE

Performance

- Higher engagement
- Better CTR and VTR
- Conversion

THANK YOU.

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