

MERDEKA PERSONAS

Your playbook to the
emerging personas
during Merdeka

With three major Southeast Asian countries celebrating their independence day in August, we can expect a shift in spending patterns and choices of activities across Malaysia, Indonesia, and Singapore.

These countries have a population of over 300 million – almost half of the entire Southeast Asia. Although cultural taste and purchasing power may differ across the countries, there are some similarities in the change of behaviour when it comes to long weekends.

These changes in behaviour are obvious when we start to follow their digital footprints. Our data experts deep dived into **XACT**, our proprietary Data Management Platform (DMP) of over 375 million datasets to uncover:

- With limited movement allowed in the region, people are exploring local destinations and activities now more than ever
- Some personas are looking to take the time to ponder over big purchases as use of shopping apps increases

From our data, we've uncovered these personas leading up to the Merdeka long weekend:

1. Local Explorers
2. Food Fanatics
3. Retail Queens
4. Gadget Junkies
5. High Net Worth Individuals (HNWI)
6. Family First

For travel bugs, the long weekend means more time to explore local wonders. This persona will take the chance to book exciting activities or take road trips within the country. Expect them to spend more during this period, as they look to rejuvenate and relax.



Demographics

Age	35
Gender	Female
Marital Status	All
Home / Office	City Centre



Psychographics

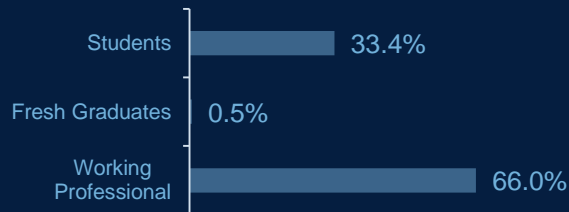
- Will try to make the most of the long weekend, even with travel limitations
- Will share their travel photos on social media – an opportunity for brands to amplify reach



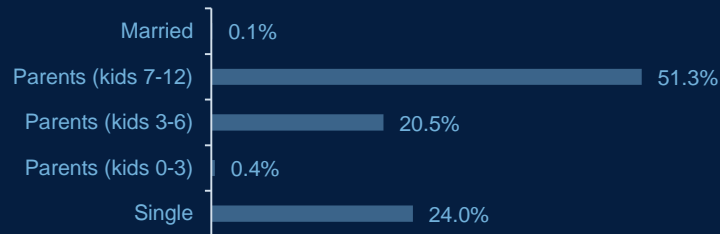
Use Cases

- Promotions and discounts on local destinations and activities
- Localised hashtags
- Photo and video editing tips

Professional Life Stages



Personal Life Stages



Estimated Reach

15.5M

Places of Interest

Airports, Hotel, Theme parks, Tourism Places

Apps of Interest

Flight Booking, Travel Guide, Accommodation, Transport

AirAsia 'Just Snap It' Campaign



AirAsia

July 30 at 10:00 AM

Just SNAP it!

Want to go on a quick and fuss-free holiday? Book your flight + hotel combo today at <https://airasia.com/APvLC>.

#SNAP up a 3D2N stay + return flights from as low as RM 199/pax*

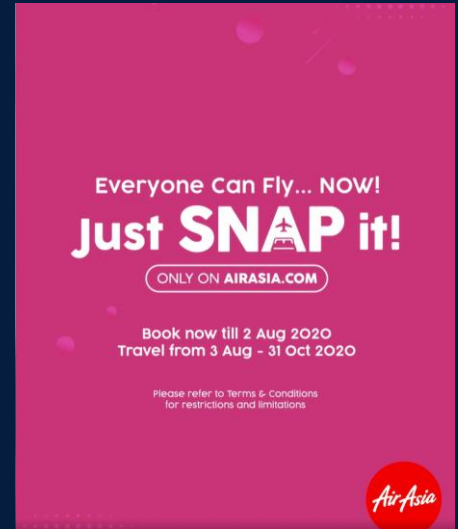
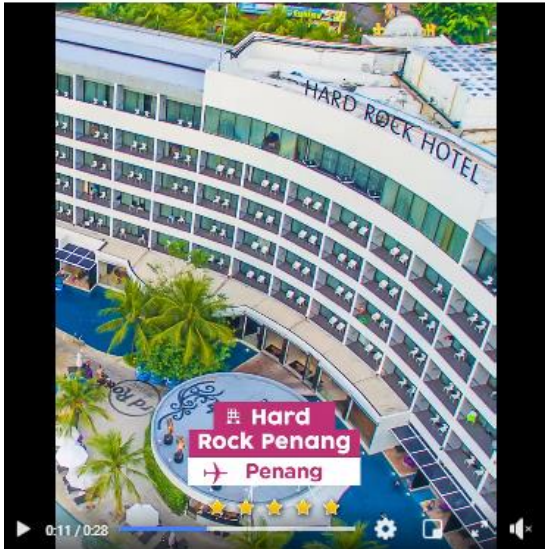
Penang
Langkawi
Kota Kinabalu
... and many more!

Booking Period: Now - 2nd August

Travel Period: 3rd August - 31 October

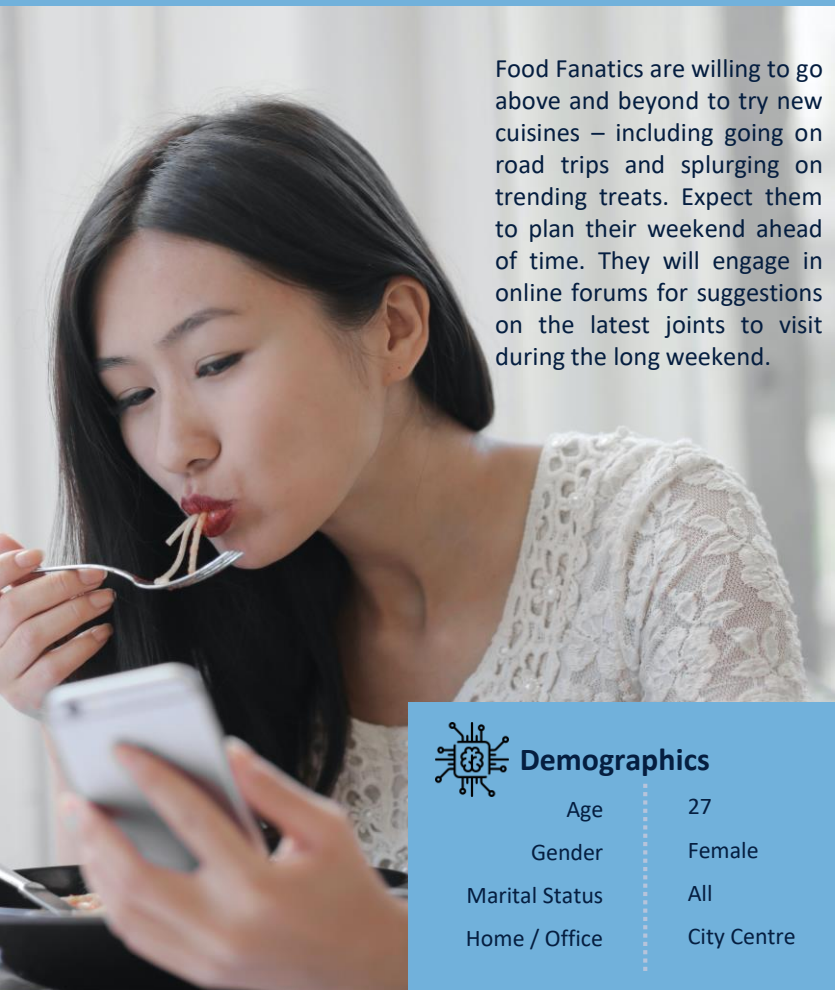
*All prices include return flights + 3D2N hotel stay + tax. Prices quoted are on a per person with a twin sharing basis.

T&C: <https://airasia.com/w5cq7>



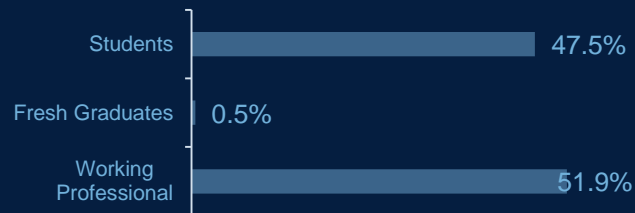
AirAsia introduced the 'Just Snap It' campaign throughout Malaysia's independence day period to entice local explorers to travel domestically.

Reference: <https://www.facebook.com/AirAsia>

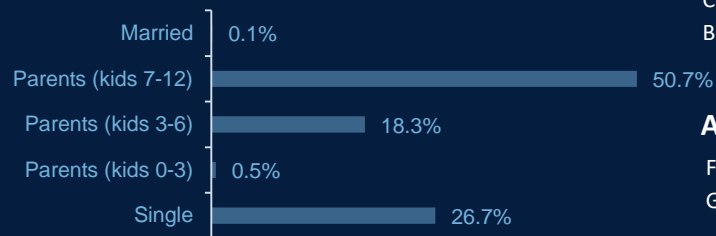


Food Fanatics are willing to go above and beyond to try new cuisines – including going on road trips and splurging on trending treats. Expect them to plan their weekend ahead of time. They will engage in online forums for suggestions on the latest joints to visit during the long weekend.

Professional Life Stages



Personal Life Stages



Estimated Reach

1.7M

Places of Interest

Cafe, Restaurants, Bakery, Hotel
Buffets, Fast Food Restaurants

Apps of Interest

Food & Beverages, Dining
Guides, Food Delivery, Food Deals



Demographics

Age	27
Gender	Female
Marital Status	All
Home / Office	City Centre



Psychographics

- Loves to try new restaurants and will travel for food
- Social media is mostly populated with food pictures
- Heavily active on food delivery apps based on historical data



Use Cases

- Culinary info or new recipes to try at home
- Promotions to boost sale of new food items
- Referral promo codes

Pizza Hut's Nasi Lemak Pizza



Pizza Hut

6d · 🌐

Nasi Lemak Pizza - now lagi bes bersama RM 6.30 OFF ala carte pizza to celebrate 63 years of independence! 🇲🇾🇲🇾

For a LIMITED TIME ONLY!! Dine-in with 16% discount to memeriahkan this Merdeka month, 🇲🇾🇲🇾 Find your nearest Pizza Hut outlet at <https://www.pizzahut.com.my/find-a-hut>

#LagiBesBersama
#NasiLemakPizza
#PizzaHutMalaysia



**LIKE NASI LEMAK
BERSAMA PIZZA...**
**SHARE WITH US YOUR FAVORITE
MALAYSIAN CAMPUR-NESS!**
TAG @PIZZAHUTMALAYSIA #LAGIBESBERSAMA

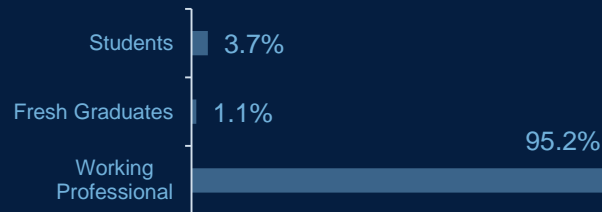
Pizza Hut in Malaysia introduced new local flavours with RM6.30 discount to represent 63 years of Malaysia's independence during the Merdeka period.

Reference: <https://www.facebook.com/pizzahutmalaysia>

Retail Queens are always on the lookout for great fashion and beauty deals. They proudly showcase their love for their favourite brands, so long as they continue to be engaged with exciting promotions and offerings.



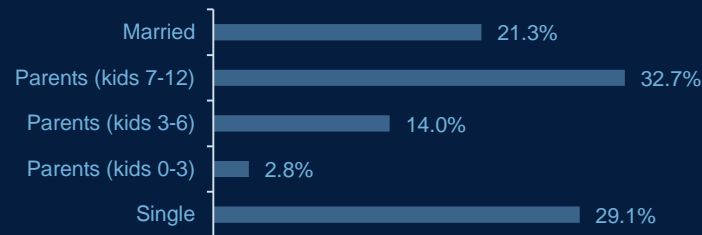
Professional Life Stages



Estimated Reach

1.7M

Personal Life Stages



Places of Interest

Mall, Muslim/Muslimah
Fashion & Raya Clothing
Outlets (*Jakel Mall, Meccanism,*
, Elzatta, Shafira)

Apps of Interest

Fashion, Beauty, Social Media,
Photo & Video, e-Marketplace



Demographics

Age	24
Gender	Female
Marital Status	Single
Home / Office	City Centre



Psychographics

- Love being part of a community of fashion lovers
- Shoppers who are looking out for the best holiday deals and promotions
- This persona will take their #OOTD to Instagram and social media



Use Cases

- Fashion-related digital events
- Social media competition – best OOTD with branded hashtags to win prizes

Alun Alun Indonesia's Agustus Promo

Alun Alun Indonesia
August 14 at 5:40 PM · 🌐

Yuk ngaAlun ngAlun lagi!
Nikmati berbagai promo menarik di bulan Agustus bersama
#alunalunindonesia 🍷

Get discount 50% off untuk koleksi dari Kenes Batik & Craft fot Kids 🌟

Klik link di bio untuk terhubung dengan Whatsapp dan Ekatalog
Sapa&Blanja 🍷



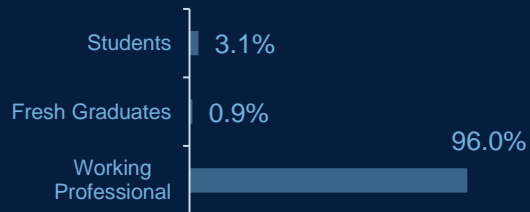
Alun Alun Indonesia offered discounts for locally-made fashion items as part of its independence day campaign.

Reference: <https://www.facebook.com/alunalunindonesia/>

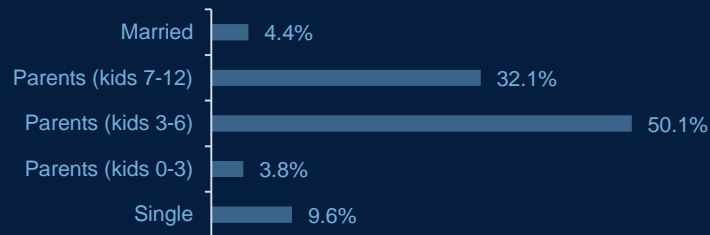
Leading up to the long weekend, gadget junkies look to make big purchases as they spend their time comparing tech products and gadgets. They also spend a considerable amount of time on tech review sites, trading websites and apps for buying and selling second-hand items.



Professional Life Stages



Personal Life Stages



Estimated Reach

1.2M

Places of Interest

Home Appliances (*Electronic City, Ace Hardware, Electronic Solution, Best Denki, Glodok Elektronik, Bhinneka, etc.*)

Apps of Interest

e-marketplace, Electronics, Logistics Tracking



Demographics

Age	33
Gender	Male/Female
Marital Status	Single
Home / Office	Suburban areas



Psychographics

- Gadget (tv, phone, photography, videography) enthusiasts who wait for holiday sales and promotions to purchase new electronic gadgets



Use Cases

- Deals and promos to encourage purchase e.g gift with purchase promos
- Promote good reviews of gadgets as they window shop

Courts x Samsung Gemilang Offers



COURTS **SAMSUNG**

Gemilang
Celebration Offers

Celebrate Hari Kebangsaan

Get exclusive gifts
worth up to RM13,695!*

Valid from 16 Jul to 30 Sept 2020

*Promotion is valid while stocks last and on first come first served basis. Images are for illustration purposes only. Terms and conditions apply.



COURTS to

【COURTS X Samsung Gemilang Celebration Offers】
Celebrate Hari Kebangsaan together with COURTS and Samsung. Get Exclusive Gifts worth up to RM13,695!*

*Promo ends: 30 Sept 2020

Visit our nearest COURTS: www.bit.ly/COURTSSSTORES

#COURTSMALAYSIA #Samsung #SamsungElectronics #ElectricalAppliances #HomeAppliances #SamsungGemilangCelebration

COURTS **SAMSUNG**

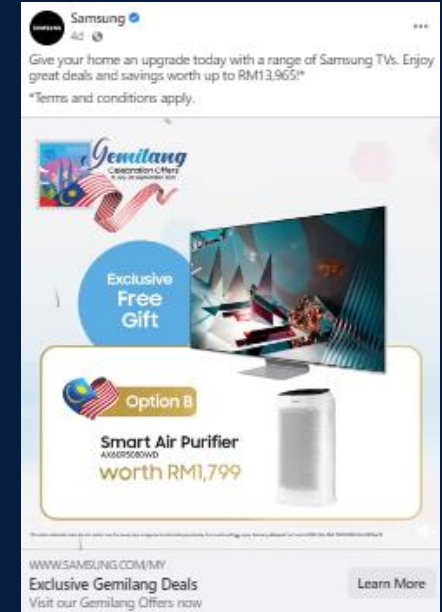
Gemilang
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Samsung to

Give your home an upgrade today with a range of Samsung TVs. Enjoy great deals and savings worth up to RM13,965!*

*Terms and conditions apply.

Gemilang
Celebration Offers

Exclusive Free Gift

Option B

Smart Air Purifier
AV650580W
worth RM1,799

WWW.SAMSUNG.COM/MY
Exclusive Gemilang Deals
Visit our Gemilang Offers now

Learn More

Courts Malaysia partnered with Samsung to improve their offering to consumers during the Merdeka weekend. On top of discounts, they also offered free gifts with purchase.

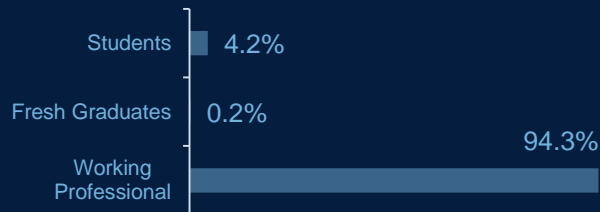
Reference: <https://www.facebook.com/CourtsMsia>

High Net Worth Individuals (HNWI)

Over long weekends, HNWIs look to relax and unwind. Leading up to the Merdeka weekend, they're actively looking at luxury resorts and premium activities like spa trips and fine dining options.



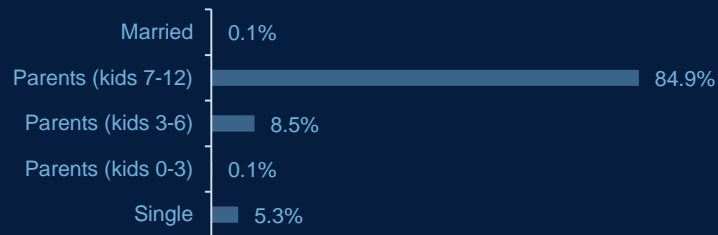
Professional Life Stages



Estimated Reach

35.2M

Personal Life Stages



Places of Interest

Affluent Neighbourhood, Fine Dining, Private Education, Private Hospitals, Golf Courses

Apps of Interest

Investment, Currency Converter



Demographics

Age	33
Gender	Male/Female
Marital Status	Single
Home / Office	Suburban areas



Psychographics

- Avid users of investment apps and willing to spend money for a higher standard of living
- Spends on luxury items as a show of status and success



Use Cases

- Deals and promos for spa treatments or golf packages
- Add-on value to local stays (free breakfast / upgrade with bookings over long weekend)

Sentosa (Official)
August 6 at 12:02 PM

[GIVEAWAY ALERT]

Did anyone say birthday treat? 🎂

In conjunction with Singapore's 55th birthday and our Majulah! Museums initiative, we are giving away 30 sets of Singapore Together Packs!

Since we can't snag these goodie bags at the actual NDP parade, here's your chance to get a hold of this year's limited edition packs. 📦

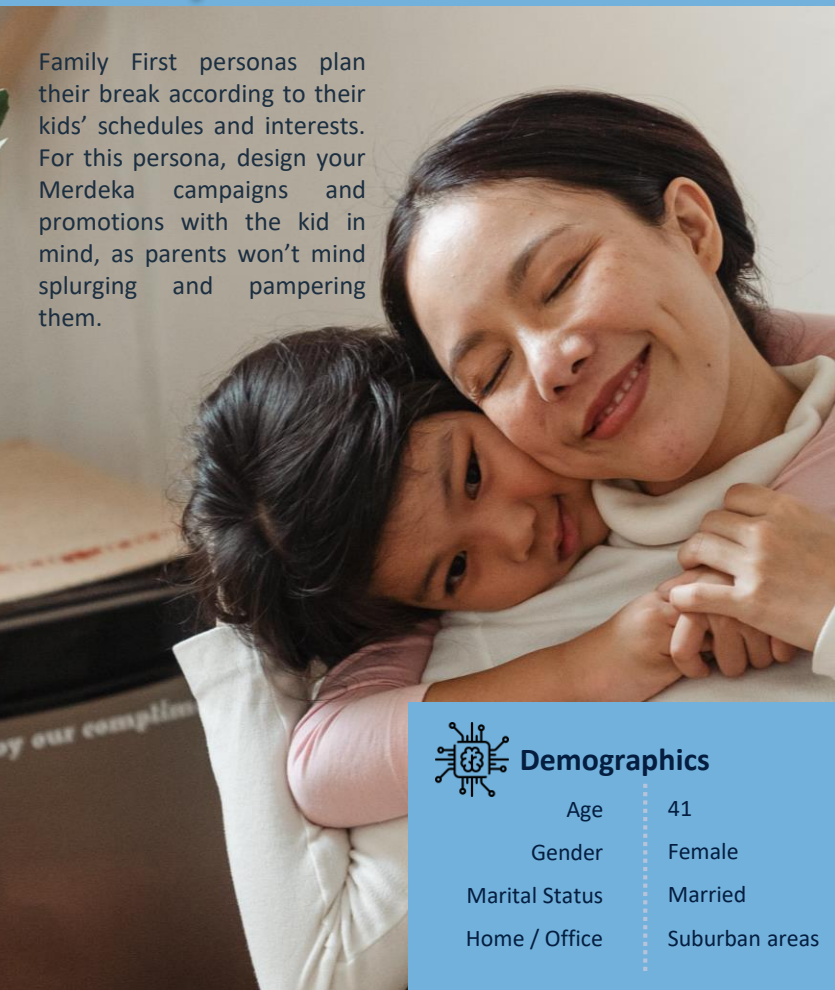
- 1 Like this post.
- 2 Like and share any of the "Majulah! Museums" posts by [I Love Museums](#) published between 2-9 Aug 2020 (shared post must be set to public).
- 3 Visit Fort Siloso and show the two posts you've liked to our staff at Surrender Chambers.



In conjunction with Singapore's independence day celebration, Sentosa Resort ran a competition to give away branded prizes and complimentary stays.

Reference: <https://www.facebook.com/sentosaofficial>

Family First personas plan their break according to their kids' schedules and interests. For this persona, design your Merdeka campaigns and promotions with the kid in mind, as parents won't mind splurging and pampering them.



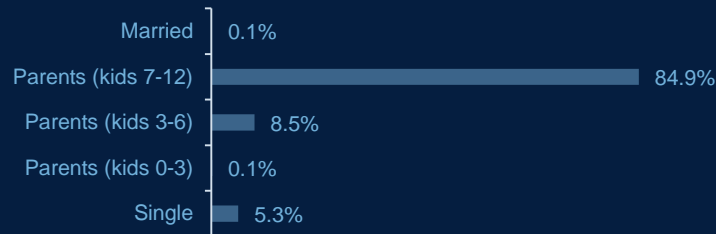
Professional Life Stages



Estimated Reach

29.0M

Personal Life Stages



Places of Interest

Grocery Stores, Markets,
Supermarkets, Hypermarkets

Apps of Interest

Recipes, Food & Beverages, e-marketplace, Grocery



Demographics

Age	41
Gender	Female
Marital Status	Married
Home / Office	Suburban areas



Psychographics

- Family oriented, plans holidays around childrens' schedules. Doesn't mind to spend on family needs to ensure happiness and well-being of the family



Use Cases

- Family deals and promos
- Family friendly ads
- One family, one plan promos

LEGOLAND Malaysia #AwesomeHeroes Campaign



This Merdeka, we are recognizing and honoring the hard work, dedication and commitment of our nation's Frontliners.

Legoland Malaysia will shortlist and reward* 6 winners and their nominees with a special staycation* at LEGOLAND Malaysia Resort (Hotel Stay+Tickets)

More details in the attached images:

Last date to submit your entries: 19 August 2020.

*For detailed T&Cs please refer to: <https://bit.ly/33Qt4mb>

#legoland #legolandmalaysia #lego #AwesomeHero

#AwesomeHeroes #Merdeka2020 #MerdekaWithLegoland

#MalaysiaFrontliners #OurHeroes



This Merdeka, LEGOLAND Malaysia offered free entry to the theme park with complimentary stay at the resort for families that take part in their social media campaign.

Reference: <https://www.facebook.com/LEGOLAND.my>