

# Paktor



**CS2058**

**Integrated Marketing Communication**

**Semester 2 (2021/22 Academic Year)**

**Team Project – The IMC Campaign (40%)**

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## **1 – Executive Summary**

As dating apps become ubiquitous with online dating becoming a commonplace, Paktor, a homegrown dating application, struggles to gain an edge over big names like Tinder and Bumble in the dating app market. This paper identifies Paktor's key challenges as consumers' lack of awareness of the app, as well as its weak brand preference among consumers.

Through an integrated marketing approach, Paktor will be positioned in the market based on its unique selling point (USP) of hosting multiple real-time communication modes on its platform, which may resolve existing consumer frustrations and stigma toward online dating.

The proposed marketing campaign will target single working adults seeking worthwhile relationships, aged 25 to 34, with communication objectives to increase consumer brand awareness, preference, and subscription uptake for Paktor within a six-month period.

The campaign will be carried out in three phases, "The Crime", "The Chase" and "The Confession", revolving around the central idea that the current online dating scene is flawed.

Through a selected media mix of traditional advertising, social media, and guerilla marketing, Paktor will establish itself as the dating app that elevates the standards of the online dating scene with its USP of real-time engagement features on its app.

## **2 – Brand Challenge**

### **2.1 Background**

The outbreak of the pandemic in 2020 has posed multiple challenges to the way we work, live and even the way we date. While meeting potential partners online used to be frowned upon as opposed to connecting through avenues such as school or work, the pandemic restrictions have greatly limited such traditional encounters, hence gearing the crowd towards the online dating scene. In Singapore, popular online dating apps saw a surge in the number of users on their platforms during the pandemic. Bumble, one of Singapore's leading dating

apps, conducted a Modern Relationships Study that saw nearly half of its respondents stating that they use dating apps to seek lasting connections and long-term relationships (Tatler, 2021). With such promising uptake of dating apps and positive reception of the online platform, dating apps are constantly upgrading to improve their matchmaking experience and more importantly, to competitively retain their pool of users amongst other dating apps.

## **2.2 Key Problem**

While the homegrown Paktor brand boasts a significant user base of over 15 million users in Asia, Paktor remains relatively unknown on home ground amongst single, young Singaporean working adults, who seek worthwhile relationships (Refer to Fig 5). Due to the nature of dating apps where its popularity is largely dependent on its user pool, the **low brand awareness** of Paktor, and consequently, the **low brand preference** for Paktor, puts the platform in a disadvantageous position when compared to its significantly popular competitors – Tinder, OkCupid, and Bumble (Refer to Fig 5). Therefore, it is vital that Paktor establishes a stronger presence in Singapore to attract more singles to utilise its services, as well as become one of the users' preferred dating apps.

## **3 – Situation Analysis**

### **3.1 Overview of the Online Dating Market**

#### Market Environment Analysis

With a total of S\$9.9 million spent on dating apps in 2019 alone, Tinder leads the Singapore online dating app market, followed by OkCupid, Bumble, and Coffee Meets Bagel (AsiaOne, 2020). Despite being a locally-developed app, Paktor did not breach the Top 10 list for dating apps downloaded in Singapore. The proliferation of dating apps and their users on the apps has led to a choice overload. Users find difficulty in forming genuine connections with dating

app partners due to the endless availability of users, giving rise to the users' attitude of "easy come, easy go" towards relationships. Violet Lim, Chief Executive Officer of dating app LunchClick, noted that "dating fatigue" could arise for individuals who had multiple unsuccessful attempts of trying to meet a partner, where connecting online eventually becomes a chore (AsiaOne, 2020).

### Brand/Product Analysis

We conducted a brand perception survey among young working adults between the ages of 25 to 34 years old to find out where Paktor stands amidst the dating app market (Refer to Fig 5). Out of 101 respondents, 78.2% of respondents have used dating apps before.

Tinder was most recognised by the surveyees (95%), followed subsequently by OkCupid (87.1%), Bumble (76.2%), Coffee Meets Bagel (60.4%), and Paktor as the least recognised amongst our respondents (24.8%). When asked to rank the dating apps according to their likelihood of app usage, Paktor was consistently **ranked as the last app** they would opt for. This is likely due to their low brand awareness, resulting in our respondents associating Paktor with **negative connotations** such as 'unknown' and 'suspicious' (Refer to Fig 9).

Thus, to become Singapore users' preferred dating app, Paktor can leverage its USP – real-time engagement. The app's real-time features range from live chat sessions to video call functions, where both matches are able to communicate synchronously. Such features deliver fun and spontaneous ways for users to interact with one another and help them overcome online dating fatigue. This also allows Paktor to differentiate itself from its strong competitors with an edge in their dating pool size.



### 3.2 SWOT

#### SWOT Analysis Table

<p style="text-align: center;"><b>Strengths</b></p> <ul style="list-style-type: none"><li>● Relatively large user base in Asia, especially in Taiwan</li><li>● Showcases user activity on app</li><li>● Homegrown company that also owns <i>Gaigai</i> – Singapore’s largest matchmaking agency</li></ul>	<p style="text-align: center;"><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>● Frequent technical disruptions</li><li>● Requires payment to communicate with matches</li><li>● Smaller pool of users on a global scale compared to competitor brands</li></ul>
<p style="text-align: center;"><b>Opportunities</b></p> <ul style="list-style-type: none"><li>● Pandemic brought more users into the online dating scene</li><li>● Tackle online dating fatigue using Paktor’s USP</li><li>● Users’ preference for real-time engagement over delayed replies from matches</li></ul>	<p style="text-align: center;"><b>Threats</b></p> <ul style="list-style-type: none"><li>● Highly saturated dating app market</li><li>● Strong competitor brands that are renowned globally</li></ul>

#### Brief Descript of Each SWOT Section

*Strengths* – As of 2019, Paktor garnered over 5 million users averaging 60,000 matches per month (Choo, 17). It has high app usage transparency, where users are able to see each other’s last active time. Moreover, with Paktor owning *Gaigai*, it offers users an expansion of offline and premium matchmaking services beyond the app.

*Weaknesses* – The Paktor app often sees technical issues such as lagging and missing chat messages, which could result in user frustration. Users also have to pay in order to chat with each other. Though Paktor has a presence in Asia, its pool of users is small compared to competitor brands such as Tinder and Bumble, which makes app fees off-putting to users. This leads to a decrease in the likelihood of users attaining quality matches and lowers the probability of meeting a suitable potential partner.

*Opportunities* – Since the onset of the pandemic, the activity on online dating platforms has surged both locally and globally. The repetitive nature of online dating has caused many to experience “online dating fatigue”. Based on our perception survey, we found that the most preferred mode of communication was meeting face-to-face (78.9%), followed by audio calls (71.1%), video calls (65.8%), and lastly, texting (59.2%). Thus, Paktor is able to help users overcome this issue with its USP – real-time engagement functions.

*Threats* – With the increased interest in online dating apps, there is an emergence of dating apps in the market. Thus, the rise in competition in this market makes it even more challenging for Paktor to stand out among prominent competitors in the market like OkCupid and Tinder.

### **3.3 Consumer Market Analysis**

According to the Department of Statistics in 2020, there has been an increase in the proportion of Singaporean singles across all age groups, especially among Singaporeans between the ages of 25 to 34 years old (Wong, 2020). As this group of millennials constitutes young adults with higher purchasing power, we decided to focus on them.

Within this age group, we then categorised them using two segmentation bases (Refer to Fig 13) – the type of relationship they seek (casual relationships, worthwhile relationships, and marriage), as well as the life phase they are in (students, unemployed adults, working adults). After further evaluation, we found that the type of relationship an individual seeks usually depends on the life phase that they are in.

For starters, targeting singles in the student life phase will not be beneficial for Paktor as this market segment is still in an experimental phase of life and they are more focused on other aspects such as their studies. Also, they are the group that has the highest opportunity to network with new people easily, especially in a school setting. Since the type of relationship they seek the most is casual relationships, they are more likely to opt for multiple renowned dating apps that have a large pool of users.

On the other hand, unemployed single adults are not ideal to be Paktor’s target market segment. This is because they are in a transitional phase of life, where exclusive and committed relationships are likely not their top priority. Casual relationships appeal the most to them due to the low levels of commitment needed while they divert more of their attention to establishing their career paths.

The most ideal target segment for Paktor would thus be single working adults, with individuals in this segment being in a stable stage of life where they have more capacity to invest in romantic relationships.

<b>Criteria / Segment Name</b>	<b>Segment size (based on our perception survey)</b>	<b>Competition</b>	<b>Opportunities for growth of user base</b>	<b>Profitability</b>
<b>Single working adults seeking casual relationships</b>	28.2%	High  Prefer to use other dating apps that are more renowned	Low  Not interested in forming worthwhile relationships	Low  Low willingness to invest in dating apps
<b>Single working adults seeking</b>	85.9%	High	High	High

<b>worthwhile relationships</b>		Prefer to use other dating apps that are more renowned	Very interested in forming worthwhile relationships	High willingness to invest in dating apps
<b>Single working adults seeking marriage partners</b>	77.6%	High Prefer to use other dating apps that are more renowned	High Very interested in forming worthwhile relationships	Moderate Moderate willingness to invest in dating apps

*Above Table: Single Working Adults Market Segment Evaluation*

Single working adults who seek worthwhile relationships are the most attractive market segment for Paktor due to their segment size, as well as the opportunity for growth of user base and profitability. While there is also a high opportunity for growth for the segment of those seeking marriage, their profitability is lower due to their unwillingness to invest in dating apps as they have a lack of belief in finding “the one” on an online dating platform.

### **3.4 Competitor Market Analysis**

Based on our perception survey, Paktor’s biggest competitors include Tinder, OkCupid, and Bumble (Refer to Fig 5). These dating apps possess similar app interface and engagement methods, such as swiping left or right on profiles to indicate your interest and setting basic match filters such as age, education, and language. All apps also allow connecting with app users residing outside of Singapore, further propelling the three apps in gaining a mass international user base. Individually, they have the following distinctive app features:

*Tinder* – Easy sign-up process and large user pool enabled Tinder to dominate the dating app scene. However, the app has recently gained a reputation as a platform good for seeking casual hookups as users are able to retain an anonymous profile.

*OkCupid* – Suggests profiles by comparing users’ compatibility ratings to help users understand their potential matches. Attempts to create more meaningful connections through analysing shared interests instead of having users make judgements solely based on profile photos.

*Bumble* – Only women can initiate the conversation between matches. The app allows users to switch between three modes – Bumble Dates (seeking romantic relationships), BFF (seeking friendships), and Bizz (seeking business connections), each catering to different purposes for seeking connections. The flexible modes effectively retain users on the app for a longer period of time, as users can utilise it for multiple forms of connections.

### **3.5 Summary of Analysis**

After evaluating various market segments and competitors, we concluded that Paktor will be targeting **single, working adults (between the ages of 25 to 34 years old), who seek worthwhile relationships** as they are well-aligned with the strategic direction of Paktor (“*Making Meaningful Connections*”), and have the highest opportunity for growth and profitability. Paktor has to tackle its key issue of increasing its brand awareness among this target group as well as increasing users’ preference for Paktor among other dating apps. To do so, we will be leveraging Paktor's real-time engagement features of video and audio calls available on their platform, a feature that sets them apart from their competitors.

## **4 – Positioning Strategy**

### **4.1 Target Market Segment**

The target market segment will be **singles seeking worthwhile relationships (aged 25 - 34)**. This market segment’s eagerness to form meaningful relationships aligns with Paktor’s goal

of helping users create meaningful connections. A majority of those in this group are also users of dating apps or have at least tried using dating apps before, hence their familiarity with the online dating scene provides Paktor opportunities to penetrate this market segment.

Additionally, a high-profit potential can also be realised with this group's large segment size and employment status. The segment's high purchasing power coupled with their high willingness to invest financially in order to form worthwhile relationships creates a high-profit potential that can be acquired if they were to be targeted. The attractive profits that can be made through the sales of Paktor's paid features to single working adults seeking worthwhile relationships make it ideal for Paktor to target this market segment.

#### **4.2 Positioning Statement**

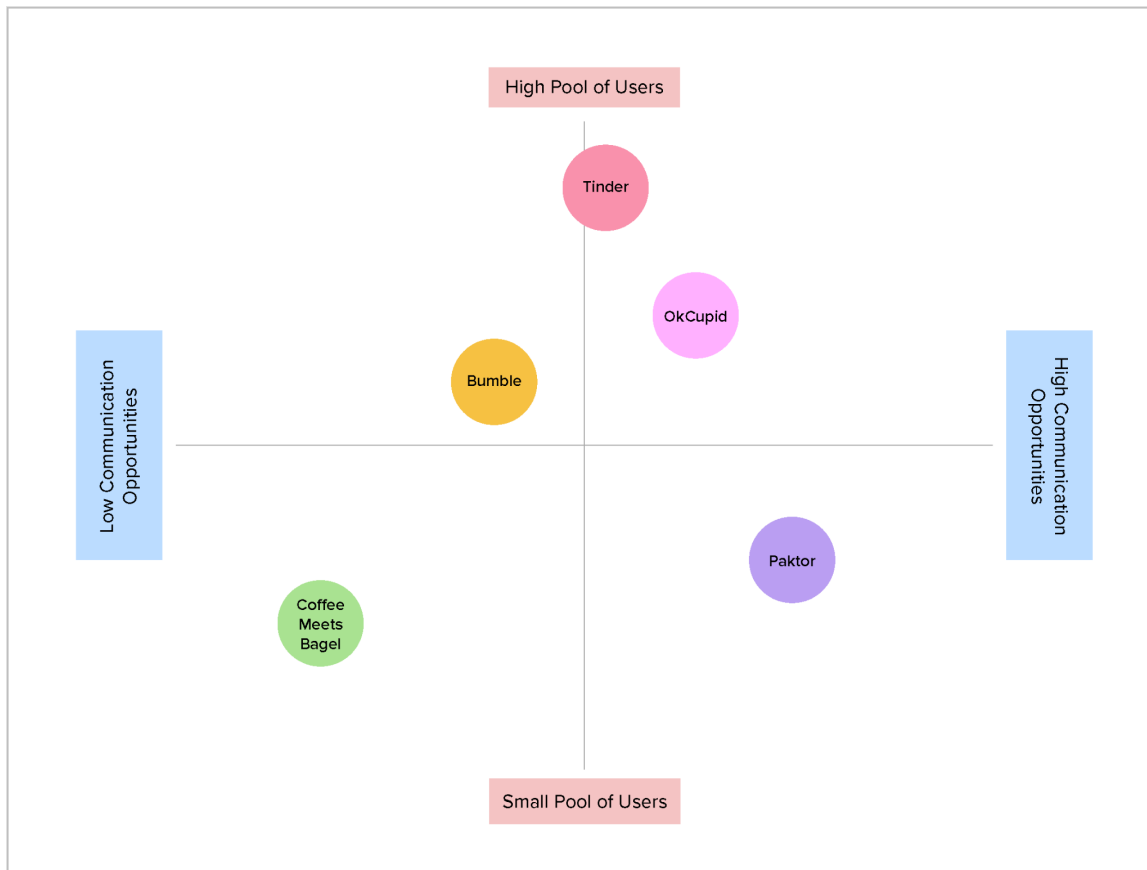
“For single working adults (aged 25-34) who are seeking opportunities to form worthwhile relationships, Paktor is an online dating app that offers an abundance of real-time engagement opportunities because only Paktor has multiple modes of synchronous communication features available.”

#### **4.3 Perceptual Map**

In the dating app market, Paktor will position itself based on its in-app communication features and the pool size of users. Using these two differentiation points, Paktor will deviate itself from its competitors as presented in the perceptual map below.

This is supported by the fact that Paktor offers more in-app communication modes which then provides more opportunities for users to communicate, as compared to competitors like Tinder and Coffee Meets Bagel. The real-time engagement features available on Paktor give

it an edge over its competitors who lack them because they make the app more attractive to users who crave intimate connections with their matches.



*Above Table: Current Perceptual Map*

## 5 – Big Idea

### 5.1 Brand Challenge

Single working adults between the ages of 24 to 35 years old have a low awareness of Paktor which has adversely led to its low brand preference among its dating app competitors.

### 5.2 Big Idea

“Put terrible dates behind bars, online dating is always worthwhile with Paktor.

Get real with your matches in real-time.”

### 5.3 Creative Strategy

Our campaign aims to **position** Paktor as the game-changing dating app for single working adults who want to break out of conventional online dating rituals. While most dating apps promote their massive user pool as their app highlight, they overlook the importance of their in-app features which are often insufficient in fostering genuine connections between users.

Hence, Paktor will instead focus on creating unorthodox online dating opportunities where users can warm up to each other over shared novel experiences. Paktor's goal is to help singles overcome online dating fatigue by leveraging its **USP** – highly communicative in-app features.

### 5.4 Tagline

#### **Campaign tagline – Raise The Bar In Real-Time**

Our campaign tagline reinforces Paktor's goal to elevate the dating scene in Singapore through its unique in-app features. Through our primary research on our target audience, we observed a recurring concern when it comes to online dating apps – dating fatigue. This obstacle comes in the form of receiving late responses, getting ghosted without any explanation, and overall the inability to form authentic connections with one's matches. As a result, many negative experiences have arisen and even led to some harbouring little faith in the effectiveness of online dating.

On Paktor's end, we acknowledge that the current standard for online dating is set very low, and we aim to change this. Our tagline highlights our app's USP of having features that offer real-time engagement, one that holds high potential in overcoming barriers in online dating. Therefore, 'Raising The Bar In Real Time' shows Paktor's commitment to that users are



treated as sincerely and deservedly as they should with any match they encounter.

## **6 – Marketing & Communication Objectives**

### **6.1 Marketing Objectives**

1 – Increase market share of Paktor in the dating app scene among single working adults looking for worthwhile relationships by 20% in the next 6 months.

2 – Increase the number of single working adults looking for worthwhile relationships subscribing to Paktor by 15% in the next 6 months.

### **6.2 Communication Objectives**

*Awareness* – Increase awareness of Paktor among single working adults looking for worthwhile relationships from 24% to 60% in the next 6 months.

*Evaluation* – Increase brand preference for Paktor among single working adults looking for worthwhile relationships from 15% to 40% in the next 6 months.

*Trial* – Increase sign-ups for Paktor among single working adults looking for worthwhile relationships from 10% to 30% in the next 6 months.

Overall, the campaign's main aim is to increase the market share of Paktor in the dating app scene among single working adults looking for worthwhile relationships by 20% in the next 6 months.

In terms of our communication objectives, raising awareness of Paktor is essential as the user

rate of the app is highly reliant on the number of users utilising the platform. As such, we aim to increase Paktor's awareness among our target market by 36% and we can measure this growth by conducting a similar perception survey at the end of our campaign.

On top of raising awareness, we aim to increase brand preference for Paktor among our target audience by 25% because our perception survey highlighted that many still have a negative impression of the brand. Hence, through our campaign, we hope our target segment will have more positive associations with Paktor. Similarly, the success of this goal can be measured using a perception survey.

Lastly, we aim to increase downloads and sign-ups for Paktor among our target audience by 20% and this is in line with our marketing objectives. To track this, we can compare the number of users utilising the platform before and after the campaign, as well as observe the number of people who scanned the QR codes on our ads.

## **7 – Execution of the IMC Program**

### **7.1 Overview of Campaign**

Our campaign will be carried out in **3 progressive phases**, using a complementary mix of traditional and digital mediums. They convey a central theme of crime as it encompasses references like 'Commit', 'Chase', 'Confession', meanings of which can be doubled up to fit the context of dating. This concept is reinforced by framing certain online dating actions that are frowned upon as crimes, and that people deserve higher standards when it comes to love.

Campaign Overview	Objectives	Tactics
<b>[Sep - Oct] Phase 1:</b> <i>The Crime – Have you sinned in the name of love?</i>	<b>Raising awareness and interest</b> of Paktor among target audience	<b>Tactic 1</b> - Out-of-Home Advertising (Bus Stop/MRT Ads)  <b>Tactic 2</b> - Social Media (Instagram and Facebook AR-based Filter)
<b>[Nov - Dec] Phase 2:</b> <i>The Chase – Get real in this chase for love.</i>	<b>Increasing brand preference</b> and changing target audience’s attitude towards online dating	<b>Tactic 1</b> - Social Media (Talkshow Ads on YouTube, Instagram and Facebook)  <b>Tactic 2</b> - Guerilla Event with Brand Partnerships
<b>[Jan - Feb] Phase 3:</b> <i>The Confession – Find your Paktor in crime!</i>	<b>Boosting</b> short and long term <b>product adoption</b> of Paktor by driving <b>product desire</b> among target audience	<b>Tactic 1</b> - Radio Ads  <b>Tactic 2</b> - Out-of-Home Advertising (Bus stop/MRT Ads)  <b>Tactic 3</b> - Guerilla Event with Livestream Element

*Above Table: Overview of Campaign Execution*

## 7.2 – Phase 1: Raising Awareness of Paktor

The first phase of the campaign, ‘*The Crime - Have you sinned in the name of love?*’ will last for two months from September to October. It will focus on introducing Paktor’s unique features of real-time engagement functions to single working adults, generating interest and awareness for the Paktor brand. As such, the following tactics aim to promote Paktor as the app that raises the bar in online dating.

### Tactic 1: Out-of-Home Advertising (Bus Stop/MRT Ads)

Creative posters will be displayed at bus stops and MRT stations around the central business district (CBD). The posters titled “*Which Online Dating Criminal Are You?*” will present mugshots of various dating app users and the characteristics of their “dating crimes”. For

example, ‘The Ghoster’ implies an offence where the user abruptly ends all contact with a person without explanation. There would be multiple variations of these crimes, ranging from ‘The Ghoster’, ‘The Bad Texter’, ‘The Sweet Talker’, ‘The Checklister’, to ‘The Newbie’. They will be accompanied by a call-to-action to **“Put terrible dates behind bars. Download Paktor to raise the bar in real-time”**. This ties in with the big idea that dating app users face negative experiences such as receiving slow responses or being neglected (Refer to Fig 11). Paktor acknowledges the flaws of online dating and will position its real-time engagement function as the solution to end negative online dating experiences.

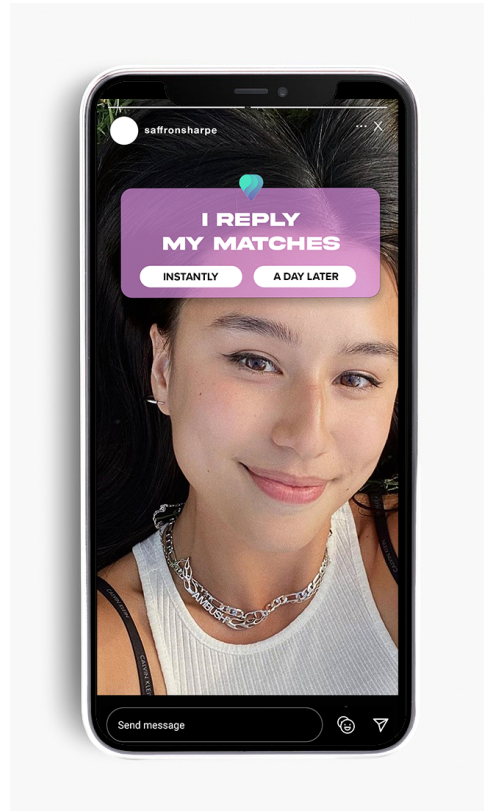


*Above Images: Mockup of “Which Online Dating Criminal Are You?” Ad*

### Tactic 2: Social Media (Instagram and Facebook AR-based Filter)

Through a gamification format of a short personality quiz using AR-based filters on Instagram and Facebook, users will answer questions on online dating preferences such as “How fast do I take to respond to my matches?”. In the end, they will be assigned their “online dating criminal” profile along with the same call-to-action to **“Put terrible dates**

**behind bars. Download Paktor to raise the bar in real-time**". To maximise the effects of raising awareness of Paktor, influencers who are well-known among the millennial crowd will also be engaged to promote the filter.



*Above Image: Mockup of “Which Online Dating Criminal Are You?” Ad*

### **7.3 – Phase 2: Increasing Brand Preference for Paktor**

The second phase of the campaign, “*The Chase - Get real in this chase for love*” will be implemented for two months from November to December. This phase will feature relatable talkshow content on social media and a physical Christmas giveaway event, coinciding with the year-end festivities. This phase aims to position Paktor as a dependable “partner-in-crime” for our target audience in their journey towards seeking worthwhile relationships.

### Tactic 1: Social Media (Talkshow Ads on YouTube, Instagram, and Facebook)

A series of short 15-minute talkshows will feature a heartfelt sharing by millennials on their tips and tricks when dealing with negative online dating situations. While the media often tends to glorify relationships, the talkshow series raises the credibility of Paktor by associating the brand with values like “reliable” and “sincerity” through the stories of millennials, who are attractive sources due to their relatability to the target audience (Forbes, 2018). The videos will be promoted via YouTube, Instagram, and Facebook’s paid functions to increase target audience views and outreach.

### Tactic 2: Guerilla Event with Brand Partnerships

A 12-day physical Christmas giveaway event will be held at five key CBD locations where Christmas stockings with gifts are hung up. Participants must download and create an account on the Paktor app in order to redeem the stockings. The QR code attached to the stockings allows participants to connect with the other participant who owns the other half of the stockings. The crime-solving element in finding your “Christmas stocking partner” presents Paktor as a “partner-in-crime” for our target audience in their pursuit of love. While the video series provides an emotional push for viewers to try out online dating, this event provides more tangible incentives to encourage our audience to download the Paktor app. In addition, positive collaborations with already established brands such as *Jo Malone* or *Lush* will also further improve the brand recognition and credibility for Paktor, hence increasing brand preference for Paktor as a dating app through this tactic.

## **7.4 – Phase 3: Boosting Product Adoption of Paktor**

The third phase of our campaign, “*The Confession - Find your Paktor in crime!*” will be implemented for two months from January to February. This phase ties in with Paktor’s big

idea for people to put unacceptable dating experiences behind bars this “cuffing” season, and pursue a worthwhile dating experience. The third phase will feature Out-of-Home advertising, radio ads, and a guerilla event, “*Find your Paktor in crime*”, leading up to Valentine’s Day – an important day for the celebration of love and romance with Paktor.

### Tactic 1: Radio Ads

30-second radio ads on local radio station, Class 95FM, will be used to promote the upcoming Valentine’s Day guerilla event. The ads take on a theatrical court hearing, where listeners are “sentenced to love” through dramatic elements that capture one’s attention. While the majority of our target segment takes public transport to work, radio ads account for the people who commute by private hires and privately-owned vehicles (Statistica, 2021). The ads will be broadcasted during morning drive time between 6AM and 10AM, targeting Paktor’s target segment on their way to work, ensuring that our desired audience is reached with minimum waste coverage. There will also be a call-to-action in the ad for people to download the Paktor app and participate in the event.

### Tactic 2 - Out-of-Home Advertising (Bus Stop/MRT Ads)

Supporting the radio ads, station decals will be deployed along travelators and escalators at MRT interchanges and bus stops around CBD areas. To promote the guerilla Valentine’s event, the ads function as signs that point people in the direction of the event location and convey the message to “take a step towards love.” Strategically placed at locations that are nearby the event and receive substantial traffic, these ads will be effective in garnering curiosity amongst the crowd and building increasing hype in anticipation of the event.

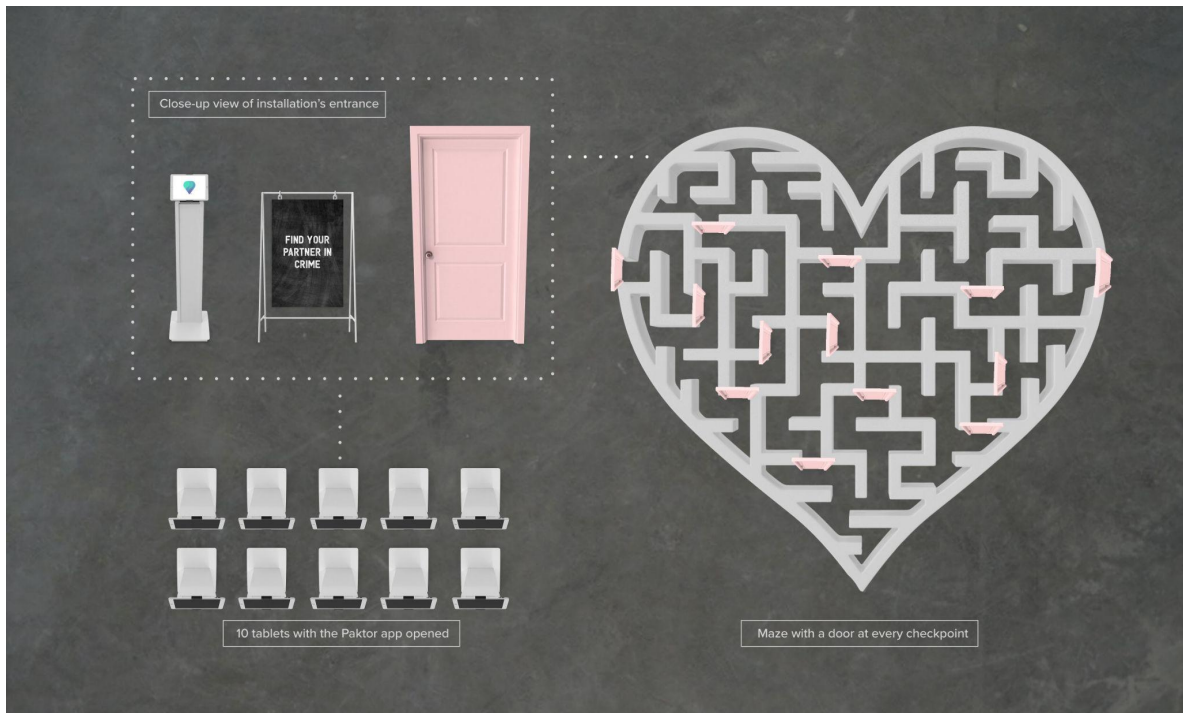


*Above Image: Mockup of “Take A Step Towards Love” Ad*

### Tactic 3: Guerilla Event with Livestream Element

To end off the campaign, a three-day large-scale game installation, “*Find your Paktor in crime*” will be activated during Valentine's Day period. The installation will be built at the heart of the CBD area, creating buzz among the public. With a playing time of 30 minutes, the game installation contains 10 tablets with the Paktor app launched hidden within the maze. Participants can utilise Paktor's apps with real-time engagement functions such as video calling to navigate their way to their assigned match in the maze. Successful connection of partners before the end of the time limit will entitle both to receive prizes such as hotel staycations or travel vouchers to encourage participants for this event.





*Above Image: Mockup of “Find Your Paktor In Crime” Game Installation*

This game supports Paktor’s big idea of making real-time engagement fun and spontaneous. The maze concept also reminds participants that seeking romantic relationships can be time-consuming and tiring – tying back to the key problem of overcoming “dating fatigue” which Paktor aims to address. Additionally, it enhances the likeability of Paktor as a dating app that can promote both online and offline interactions to encourage users to form more genuine connections. Furthering the hype of the event, Paktor will be live streaming the game on its Instagram and Facebook accounts, where viewers can stand a chance to take away attractive prizes for tuning in. Tapping into the “real-time” aspect of live streaming aligns with Paktor’s USP of “real-time engagement”, viewers will be motivated to stay tuned in during the live stream for the incentives. Prior to the launch of the installation, key opinion leaders (KOLs) are also invited to try out the game and promote the event on their social media pages.

## **8 – Media Mix**

### **8.1 Specific Media Objectives**

- ❖ Use social media to provide coverage of 50% of our target market over a 6-month period
- ❖ Reach 70% of our target audience over the 6-month period
- ❖ Increase new users of Paktor among target audience from 10% to 40% in the next 6 months

Our media objectives emphasise more on reach than frequency because our communicative objectives are focused on increasing the awareness of the Paktor app among the targeted market segment since the core brand challenge is the lack of awareness of the app. Through a strategic mix of media, we intend to extend our campaign's reach to as many individuals who are part of our target market segment.

### **8.2 Media Mix**

To promote our campaign for Paktor, we will implement the following 4 key vehicles:

1. Transit advertising
2. Social media
3. Radio advertising
4. Guerilla marketing

We will use transit advertising, where campaign banners will decorate MRT stations and bus stops, and these transit ads will reach young adults who commute to work by public transport. Moreover, the use of social media platforms (Instagram, Facebook, YouTube) will promote our AR-based filters, talkshow series, and live-streamed videos, generating hype and

awareness for Paktor. Radio ads will also run on popular local radio station, Class95 FM, catering to our target segment of young adults during their commute time. Guerilla marketing in the form of a Christmas giveaway event will then be employed to further incentivise our target audience to download the Paktor app. Lastly, we will utilise guerilla marketing again towards the end of the campaign through a large-scale game installation to establish Paktor's presence in the local market.

### **8.3 Media Plan**

For our campaign, we will be utilising **pulsing scheduling** as though Paktor is an app that can be promoted all year round, we can further boost awareness and app downloads by leveraging on festive periods such as Valentine's and Christmas Day when more users are likely to seek romantic connections. We are kickstarting the campaign using social media tactics as it provides more opportunities for virality, thus driving word-of-mouth and our audience is also able to share the content among their peers easily. Once we have garnered initial attention, we will move on to communicate our message through other forms of media vehicles such as transit ads and guerilla marketing.

### **8.4 Budget Allocation**

After taking into account the advertising costs as well as the logistics costs of our physical events, our campaign is estimated to cost **\$177,640**. Out of the total budget, the guerilla marketing events take up the largest portion due to the high production costs required for the setup. Investing in physical events is important as that is the avenue that provides Paktor with the key opportunity to really interact closely with their target audience. Spending on transit ads also allows us to reach our target consumers effectively as they are placed in areas where most of them would come across on their way to work.

## Budget Breakdown

Creative Tactic	Description of Ad	Details / Quantity	Cost Breakdown
Transit ads 1	Posters titled “Which online dating criminal are you?” placed at various CBD bus stops and MRT stations.	Ad duration – 1 month  5 sheets of 4-sheet billboard ads placed at Raffles Place Station, Chinatown Station, Marina Bay Station, Tanjong Pagar Station, Esplanade Station	<u>Total main line cost:</u> (\$345 x 3 stations) x 4 weeks = \$4,140  <u>Total circle line cost:</u> (\$215 x 2 stations) x 4 weeks = \$1,720  <b><u>Subtotal:</u></b> \$5,860
AR filter on Instagram/ Facebook	AR-based filters on Instagram and Facebook where users will answer questions on online dating preferences.	Engage 10 influencers to help promote the AR filter	<u>Total cost for 10 influencers:</u> \$375 x 10 influencers = \$3,750  <b><u>Subtotal:</u></b> \$3,750
Talkshow	Short talk shows featuring a sharing by millennials on dealing with online dating situations promoted on various social media platforms.	Production cost for the talkshows  Promotion duration – 2 months  100,000 impressions on YouTube  200,000 impressions on Instagram story  200,000 impressions on Facebook post	<u>Estimated total production cost:</u> \$7,000  <u>Total cost for YouTube ad:</u> \$2,000 x 2 months = \$4,000  <u>Total cost for Instagram ad:</u> \$6.70 x 200 = \$1,340  <u>Total cost for Facebook ad:</u> \$7.20 x 200 = \$1,440  <b><u>Subtotal:</u></b> \$13,780
Pop-up roadshow	Roadshow event with pop-ups at key CBD locations and Christmas stockings filled with goodies from a brand collab to be hung up.	Event duration – 12 days  Event held at 5 CBD areas – Raffles City, Chinatown, Marina Bay, Suntec City, Tanjong Pagar  1,200 Christmas stockings to be provided	<u>Total miscellaneous cost:</u> \$3,000  <u>Total cost for manpower:</u> (\$500 x 5 staff) x 12 days = \$30,000  <u>Total cost for space rental at Raffles City:</u> \$450 per day x 12 days = \$5,400

		1 manpower per pop-up station (total 5 staff)	<p><u>Total cost for space rental at Chinatown Point:</u> \$150 per day x 12 days = \$1,800</p> <p><u>Total cost for space rental at Marina Bay Sands:</u> \$1,000 per day x 12 days = \$12,000</p> <p><u>Total cost for space rental at Suntec City:</u> \$1,200 per day x 12 days = \$14,400</p> <p><u>Total cost for space rental at Tanjong Pagar Centre:</u> \$1,000 per day x 12 days = \$12,000</p> <p><b><u>Subtotal:</u></b> \$78,600</p>
Transit ads 2	Decals stating “Take a step towards love” to be deployed along travelators and escalators at various CBD bus stops and MRT stations.	<p>Ad duration – 2 weeks</p> <p>Wall stickers placed at Raffles Place Station, Chinatown Station, Marina Bay Station, Tanjong Pagar Station, Esplanade Station</p>	<p><u>Total main line cost:</u> (\$4,000 x 3 stations) x 2 weeks = \$24,000</p> <p><u>Total circle line cost:</u> (\$2,800 x 2 stations) x 2 weeks = \$11,200</p> <p><b><u>Subtotal:</u></b> \$35,200</p>
Radio ad	Radio ad on local station Class95 Fm (current most popular English station in Singapore) to promote the upcoming Valentine’s Day guerilla event.	<p>Ad duration – twice a week for 1 month</p> <p>30-second radio ad to be broadcasted on Class95 Fm during morning drive time between 6am and 10am</p>	<p><u>Total cost for radio ad:</u> (\$700 x 2 times a week) x 4 weeks = \$5,600</p> <p><b><u>Subtotal:</u></b> \$5,600</p>
Guerilla marketing event	3-day large-scale maze game installation “Find Your Paktor In	<p>Event duration – 3 days</p> <p>Area rent at Raffles City</p>	<p>Total cost for venue rental: \$2,200 x 3 days = \$6,600</p> <p>Total cost for manpower:</p>

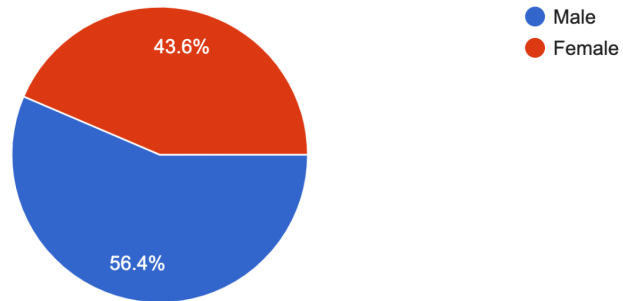
	<p>Crime” held at the heart of CBD area.</p>	<p>Production and miscellaneous cost of maze installation</p> <p>3 manpower per day</p> <p>Engage 10 influencers to help promote the event</p>	<p><math>(\\$500 \times 3 \text{ staff}) \times 3 \text{ days} = \\$4,500</math></p> <p>Total average price for production and miscellaneous: \$20,000</p> <p>Total cost for 10 influencers: <math>\\$375 \times 10 \text{ influencers} = \\$3750</math></p> <p><b><u>Subtotal:</u></b> \$34,850</p>
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## 9 – Conclusion

In conclusion, the campaign takes on a fun and spontaneous approach towards confronting the key issues that dating app users face, revolving around the central theme of “dating crimes”. The various media tactics utilised in the campaign address the key problems of low brand awareness and brand preference faced by Paktor. Hence, the proposed traditional and digital platforms frequented by our target audience will effectively drive awareness, positive perceptions, and uptake of the Paktor app which would also increase their market share in the long run.

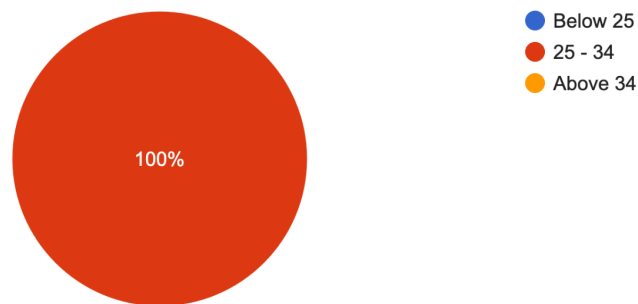
## 10 – Appendix

Gender  
101 responses



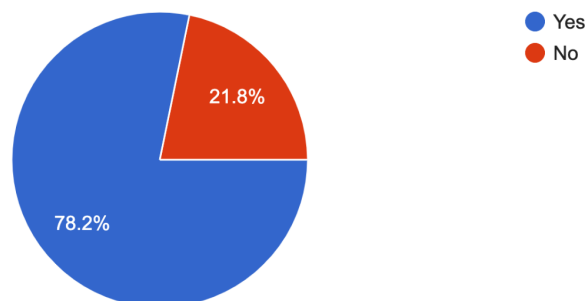
**Fig 1**

Age group  
101 responses



**Fig 2**

Have you used dating apps before?  
101 responses



**Fig 3**

If you answered yes, what connections were you looking for?

85 responses

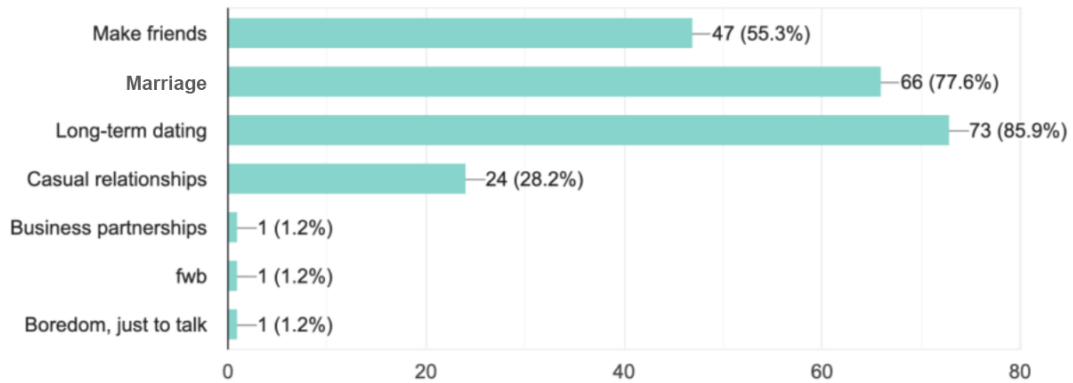


Fig 4

Which of the following dating apps do you recognise?

101 responses

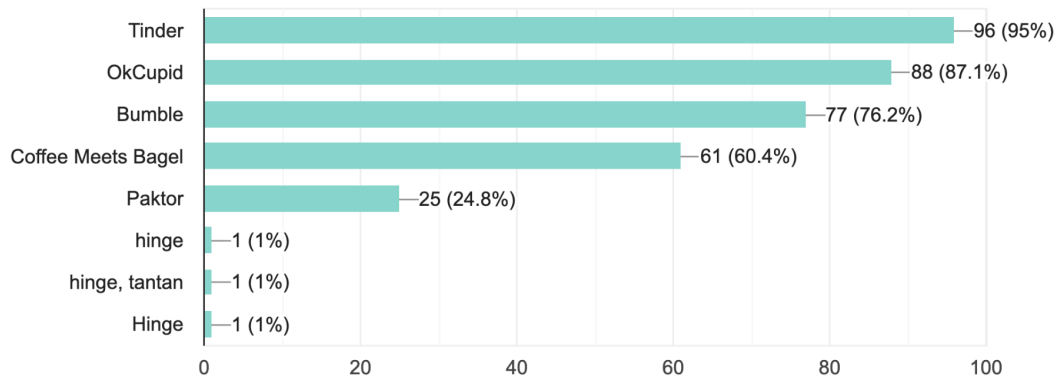


Fig 5

Please rank the dating apps in the order of most to least likely to use (1 – most likely, 5 – least likely)

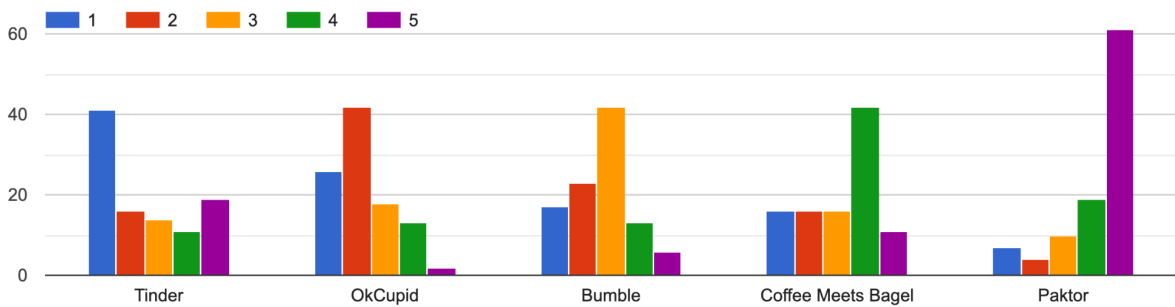
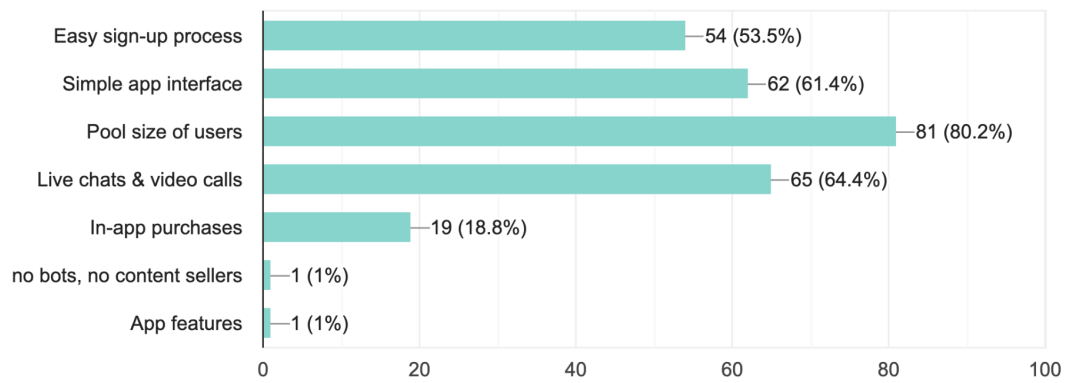


Fig 6



### What are some of the key features you look for when choosing a dating app?

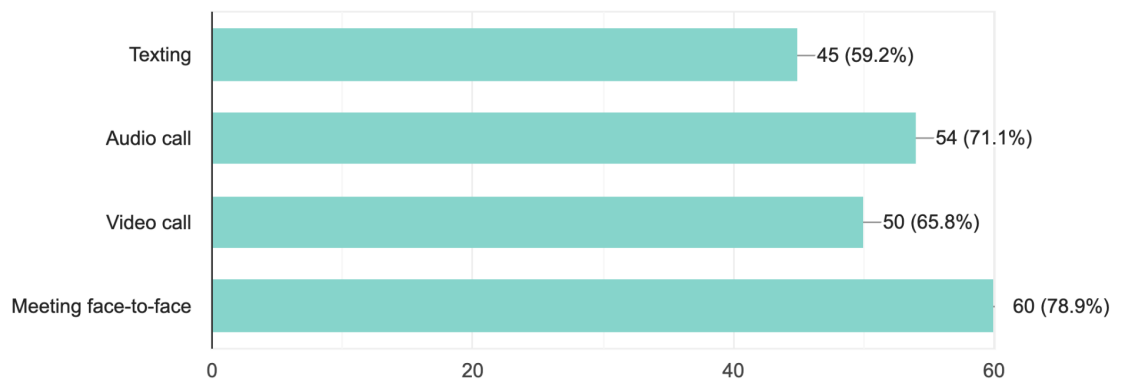
101 responses



**Fig 7**

### Which is your preferred mode of communication?

76 responses



**Fig 8**

What is one word that comes to mind when you think about Paktor?

101 responses

Unknown
legit
suspicious
cringe
old people dating app, singapore trying to be relevant
Wordy
nothing special
Unheard of
men

**Fig 9**

What is your take on online dating in general? (e.g., fun, tiring, etc.)

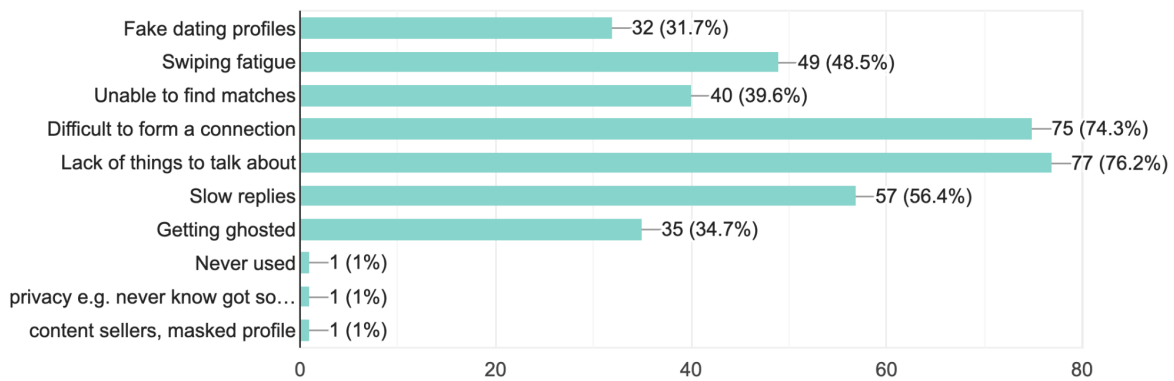
101 responses

Fake
Boring
i hate online dating
done with it (but will probably download again soon)
very fake and everyone is desperate
Got ghosted a lot haha
superficial
interesting
dependent on luck

**Fig 10**

### What are some of the challenges you face when using dating apps?

101 responses



**Fig 11**

### If possible, what are some additional features you'd like to see in dating apps? (e.g., matching based on personality tests, date suggestions, etc.)

101 responses

maybe more different chatting functions

Activity suggesting widgets, personality tests

Random questionnaires to start conversations

disagree on match making via personality test/horoscope, it only narrows the pool of potential dates. instead introduce games or gamification, itll spur more conversation. have fun mating

just make the app more interesting and engaging

maybe faster replies or read receipts

Personality and interest match

video calls

Live features? so I can make sure that they're not a catfish LOL

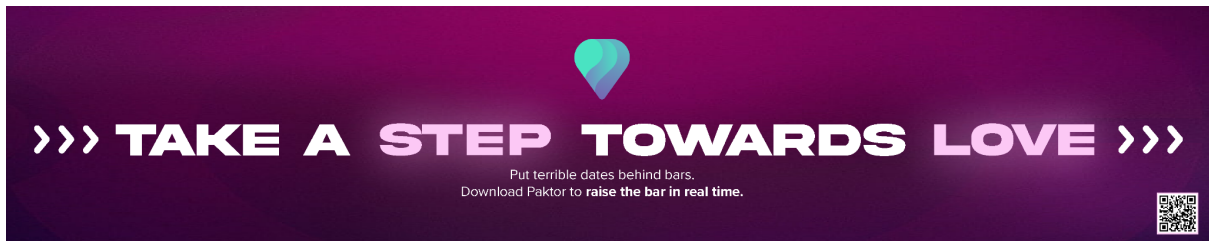
**Fig 12**

<b>Life Phase / Types of Relationships Sought</b>	<b>Casual relationships</b> (e.g. friends/flings/ hook-ups/ friends with benefits)	<b>Worthwhile relationships</b> (e.g. long-term, committed relationships)	<b>Marriage</b> (e.g. lifelong partner)
<b>Students (Single)</b>	<ul style="list-style-type: none"> <li>● Moderate to high interest level</li> <li>● A casual relationship fits in with their fast-paced and active lifestyles</li> <li>● High opportunity to network in school settings</li> </ul>	<ul style="list-style-type: none"> <li>● Moderate interest level</li> <li>● Not a priority interest</li> <li>● Focused more on other aspects such as studies and future career</li> </ul>	<ul style="list-style-type: none"> <li>● Low interest level</li> <li>● Unwilling to make decisive commitments to the relationship</li> <li>● In an experimental phase of life</li> <li>● Still open to trying out new experiences</li> </ul>
<b>Unemployed adults (Single)</b>	<ul style="list-style-type: none"> <li>● High interest level</li> <li>● Want to explore casual relationships due to the low levels of commitment needed</li> <li>● Low opportunity to network organically with new individuals due to their current transitional stage in life</li> </ul>	<ul style="list-style-type: none"> <li>● Moderate interest level</li> <li>● But exclusive and committed relationships may not be of top priority</li> </ul>	<ul style="list-style-type: none"> <li>● Low interest level</li> <li>● Unwilling to commit to a relationship for the long-run due to their transitional phase of life</li> <li>● May not have the capacity to settle down</li> <li>● Priority would be more on establishing their career path</li> </ul>
<b>Working adults (Single)</b>	<ul style="list-style-type: none"> <li>● Low interest level</li> <li>● Busy schedules make them refrain from casual relationships</li> </ul>	<ul style="list-style-type: none"> <li>● High interest level</li> <li>● Willing to invest in a long-term and genuine connection</li> <li>● Limited opportunities to meet new people organically while in a working environment</li> <li>● Open to meeting potential dating partners via external platforms</li> </ul>	<ul style="list-style-type: none"> <li>● High interest level</li> <li>● Willing to commit to lifelong relationships since they are in a stable life stage</li> <li>● But would prefer to meet potential marriage partners organically due to lack of belief in finding “the one” on an online dating platform</li> </ul>

**Fig 13 – Market Segmentation Bases**



**Fig 14 – Proposed Perceptual Map**



**Fig 15 – Another Mockup of “Take A Step Towards Love” Ad**



**Fig 16 – Another Mockup of “Find Your Paktor In Crime” Game Installation**

## 11 – References

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