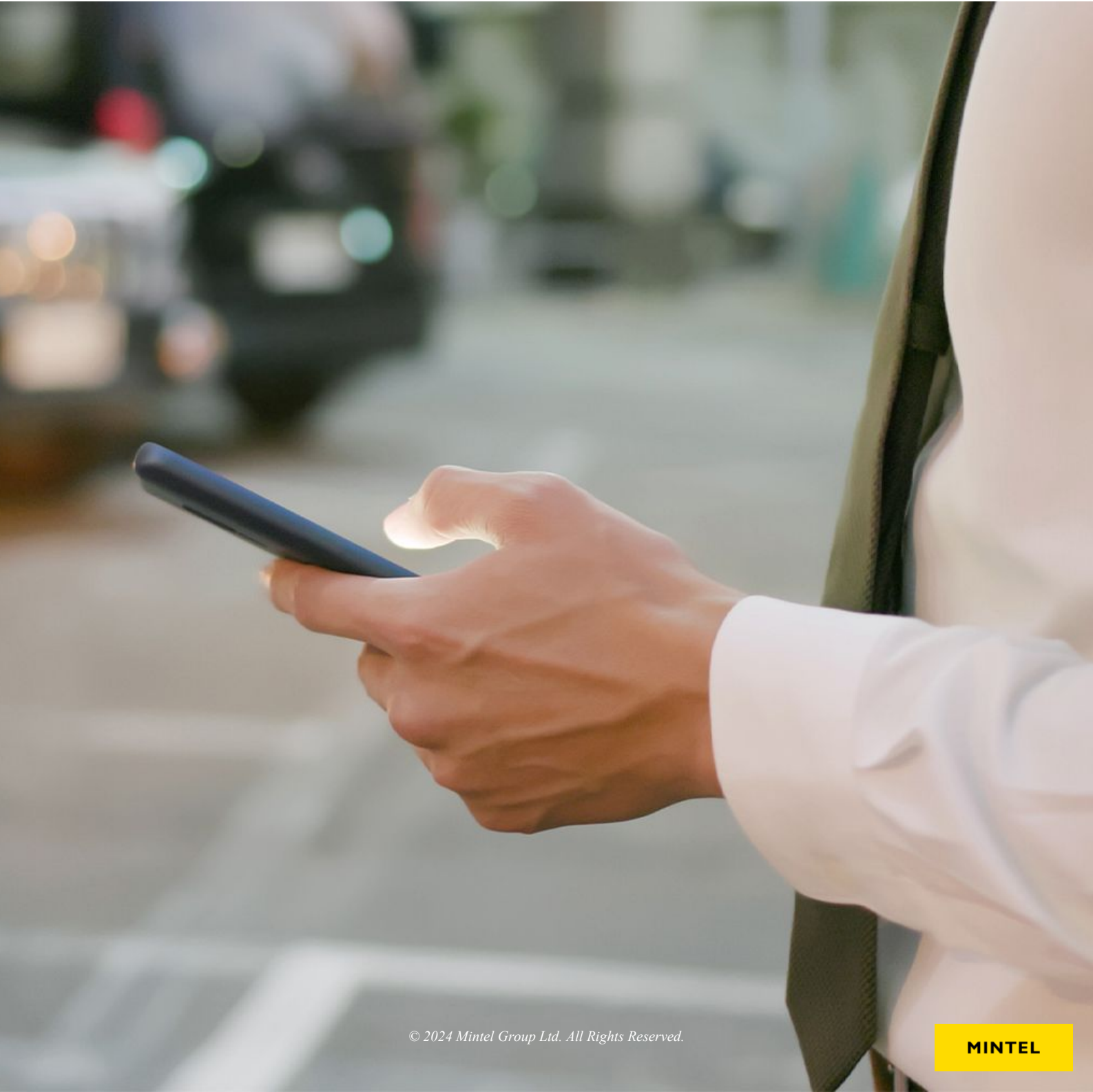


DIGITAL MARKETING – THAI CONSUMER – 2020

Effective digital marketing now starts with brands proving their authenticity and providing consumers with feel-good content and the power to control ad exposure.



A Mintel Analyst, Global Analyst



Report Content

EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

Market context

- The impact of COVID-19 on digital marketing
 - Graph 1: activities done more in the past six months, May 2020
- Address increased concerns on data privacy
- Adjust media forms used to correspond to busy lifestyles
- Brand authenticity is most sought-after

What consumers want and why

- Consumers want: brand authenticity
 - Graph 2: attitudes towards online reviews, by gender and age group, May 2020
- Consumers want: the power to control what they see
 - Graph 3: attitudes towards ads/content, by gender and age group, May 2020
- Consumers want: to feel good and relevant
 - Graph 4: preferred style of online advertisement, by age group, May 2020

Opportunities

- Leverage social media marketing
- Take influencer marketing more seriously
- Align content with consumer values

Mintel predicts

- The outlook for digital marketing
- The marketing mix
- More personalisation, emotion and virtual reality needed

KEY TRENDS

- What you need to know

Consumers stand up to protect their data privacy

- Increased digital adoption during COVID-19
 - Graph 5: activities done more in the past six months, May 2020
- Digital platforms support all walks of lives

- Brands need to prove their transparency
- Find creative ways to trade with consumer data

Busy lifestyles shape digital content consumption

- Urbanised lifestyle impacts forms of digital media consumption
- Fast food brands embrace cheerful marketing content
- The growing meme culture opens up opportunities
- Do more on streaming platforms like TikTok
- Cater to at-home consumers through streaming content
- Have more brand presence in podcasts
 - Graph 6: experiences with book reader/podcast in the past three months, November 2019

The increased need for brand authenticity

- Consumers look for realness
- In search of trustworthy sources
- Increased platform to reach out to influencers
- The nano-influencer marketing boom

CONSUMER INSIGHTS

- What you need to know

Online platform adoption landscape

- Online adoption frequency led by social media
- Capture young consumers on Instagram, TikTok and Twitter
 - Graph 7: online platform adoption frequency – more than once a day, by age group, May 2020
- Increase older consumers' purchasing intent via social media
 - Graph 8: applied statements, by generation, May 2020
- Always be present on online shopping sites
 - Graph 9: online activities done more compared to the past six months – online shopping, by age group, May 2020
- Learn ad characteristics consumers like and hate
 - Graph 10: what, if anything, annoys consumers about online advertisements, May 2020
- Be an info-teller in this fast-information era
 - Graph 11: preferred style of online advertisement, May 2020
- Different digital adoption by generation

Digital adoption of Gen Z (b. 1997-2012)

- Gen Z: the streaming generation
 - Graph 12: online platform adoption frequency – more than once a day, by age group, May 2020
- Gen Z: the main audience of video content

Digital Marketing – Thai Consumer – 2020

- Graph 13: online platform adoption frequency – more than once a day, by age group, May 2020
- Capture Gen Z on Instagram
 - Graph 14: online platform adoption frequency – more than once a day, by generation, May 2020
- Gen Z are frequent online store lurkers
 - Graph 15: online activities done differently compared to the past six months, by age group, May 2020
- Attract Gen Z to spend on categories of interest
 - Graph 16: spending once a week or more, by age group, January 2020
- Promote products through games
 - Graph 17: playing games more often compared to the past six months, by age group, May 2020
- Gen Z are ad skippers
 - Graph 18: applied statements, by age group, May 2020

Digital adoption of Millennials (b. 1986-95) and late Gen X (b. 1976-85)

- Millennials and late Gen X: heavy online users
 - Graph 19: online platform adoption frequency – more than once a day, by age group, May 2020
- Millennials and late Gen X: the main Facebook and instant messaging users
 - Graph 20: online platform adoption frequency – more than once a day, by age group, May 2020
- Millennials and late Gen X are detail-focused
 - Graph 21: attitude towards brands' official fan pages/accounts on social media or chat apps, by age group, May 2020
- Serve Millennials and late Gen X the content they need
 - Graph 22: online activities done more compared to the past six months, by age group, May 2020
- Millennials and late Gen X are real online shoppers
 - Graph 23: online activities done more compared to the past six months, by generation, May 2020
- Use personalisation to draw attention
 - Graph 24: attitude towards ads/content, by age group, May 2020
- Adopt celebrity endorsements and secure them with good deals
 - Graph 25: preferred style of online advertisement, by generation, May 2020
- Attract Millennials with a sense of success
 - Graph 26: preferred style of online advertisement, by age group, May 2020

Digital adoption of early Gen X and Baby Boomers (b. 1975 or earlier)

- Early Gen X and Baby Boomers: moderate online users
 - Graph 27: online platform adoption frequency – more than once a day, by age group, May 2020
- Older consumers are real online ad-watchers
 - Graph 28: attitude towards ads, by generation, May 2020
 - Graph 29: annoying elements on online ads, by generation, May 2020
- Make products' functional appeal prominent
 - Graph 30: preferred style of online advertisement, by age group, May 2020
- Be present on online news channels

- Graph 31: activities done more in the past six months and preferred style of online advertisement, by age group, May 2020

- Talk hi-tech to older consumers

- Graph 32: preferred style of online advertisement, by age group, May 2020

MARKET APPLICATIONS

- Opportunities: key areas of focus

Leverage social media marketing

- Fundamentals of successful social media marketing
- Consider Facebook to be a platform for knowledge
- Strengthen relationships with consumers on LINE
- Adopt Instagram to capture Gen Z and Millennials
- Don't let YouTube ads interrupt the main content
- Capture younger gens with clever initiatives on TikTok
- Make use of tweets to target young gens
- Creatively capture young consumers through games
- Expand opportunities in podcasts
- Use effective calls to action
- Communicate deals clearly

Take influencer marketing more seriously

- Fundamentals of successful influencer marketing
- Be true to consumers
- Make real users the brand advocates
- Make real users the brands' advocates
- Consider using nano-influencers for smaller target groups
- Be the expert in the area
- Have some humour in the characters
- Go beyond the norm with virtual influencers
- Empower older consumers through same-age influencers

Align content with the target's values

- Fundamentals of successful content marketing
- 'This line speaks to me'
- Keep it up-to-date and relevant
- Capture young generations with their lifestyles
- Speak to Millennials' values
- Clearly prove the product quality

- Show sincerity to win consumers' hearts
- Engage emotionally with brand stories and heritage
- Bring humour to the scene
- Show seniors being tech-savvy

APPENDIX

- Consumer research methodology

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