



Genzilla

THEY'RE COMING. GET READY

JUNE 09, 2015

Background

A COLLABORATIVE
EFFORT BROUGHT TO
YOU BY

**Decision Lab,
OMD & Media
Prima**

#2

IN THE 2014/ 2015
TOMORROW NOW
SERIES

325

MALAYS, CHINESE
AND INDIANS /
OTHERS AGED 13-21
ACROSS EAST AND
WEST MALAYSIA

FIELDWORK IN

May 2015

DATA HAS BEEN
WEIGHTED BY

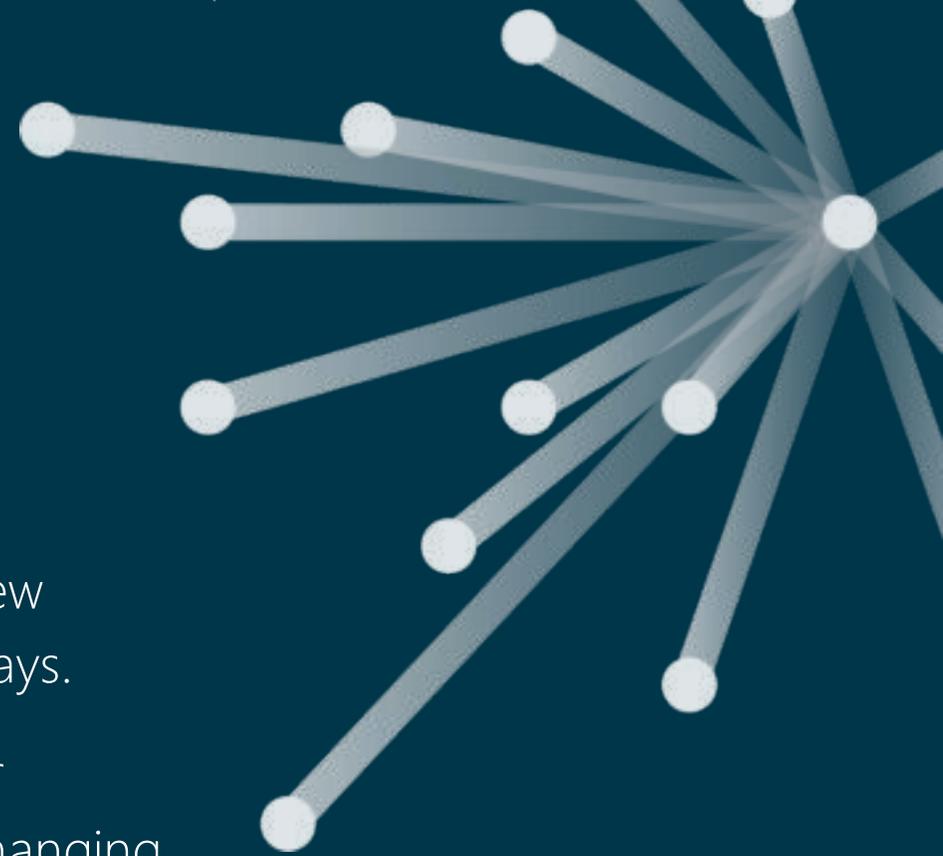
**Sex, age,
race and
region**

A market research company on a mission

Brands in Asia are experiencing disruption as consumers adopt new technologies and interact with products and campaigns in new ways.

We are here to change the decision making process, making your marketing more agile and more connected to your consumers' changing habits.

We say it's time to digitalize.



DECISION LAB ONLINE COMMUNITY

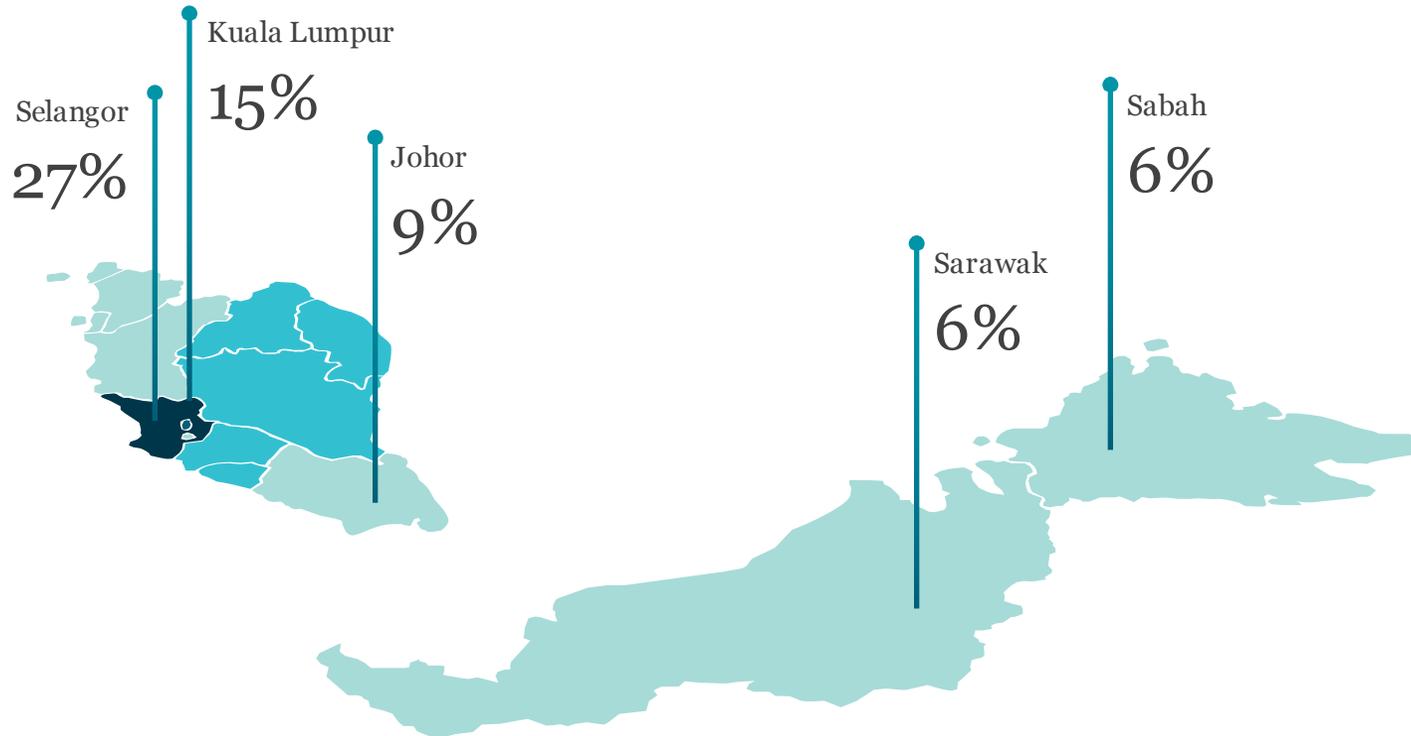
South East Asia online community

Our regional online community, offer clients to gather opinions from all over the world.

The unique by-invitation-only panels guarantee the best quality the industry can offer.



PANEL INFORMATION



The Malaysian panel at a glance

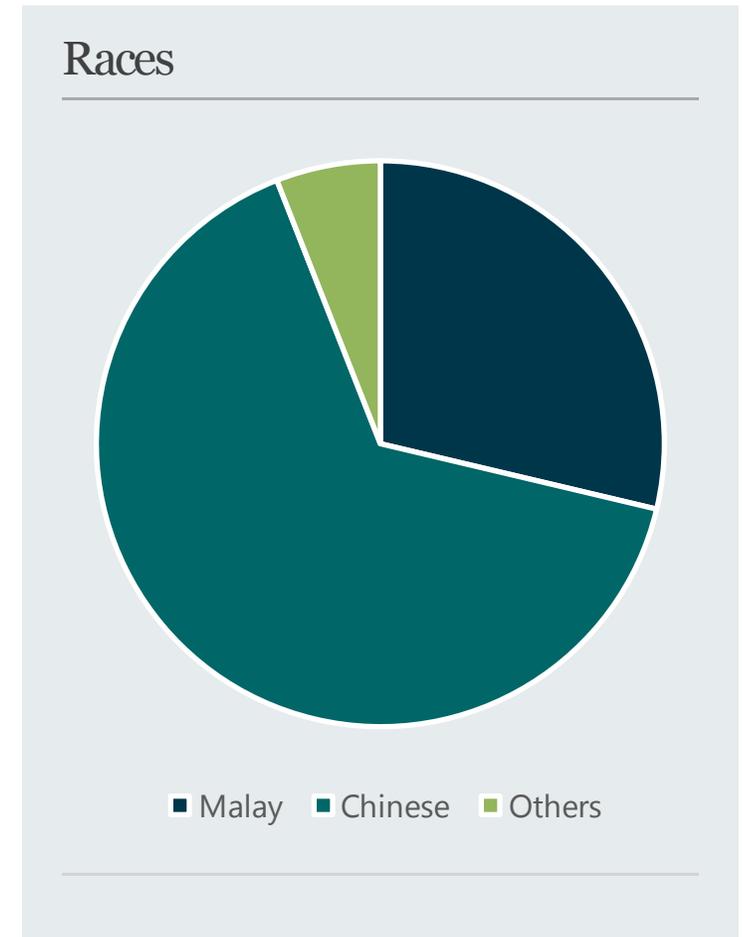
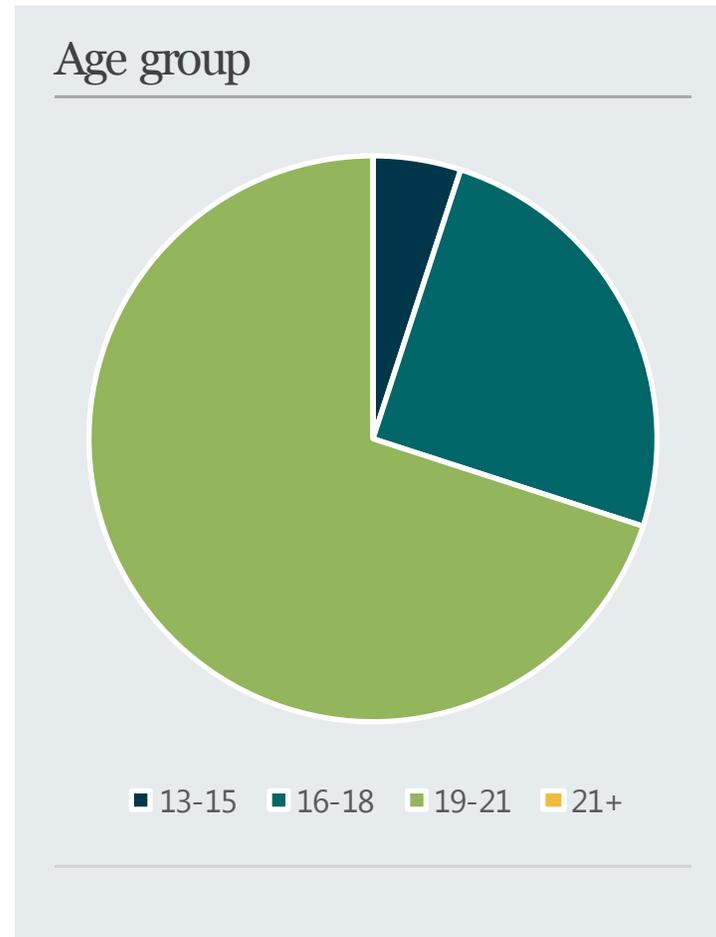
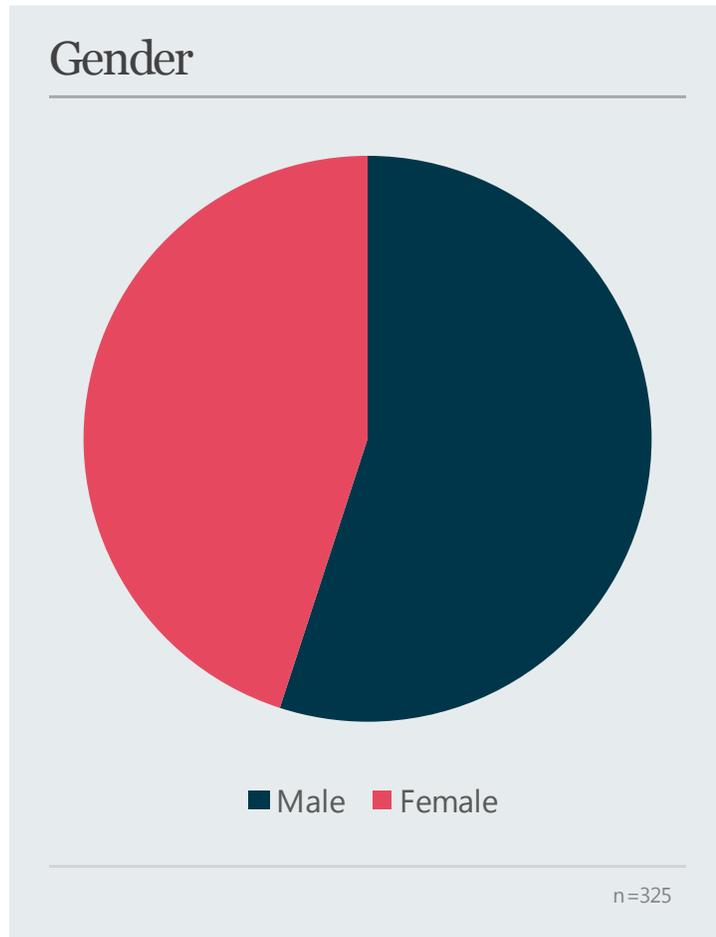
110,130

PANELISTS NATIONWIDE

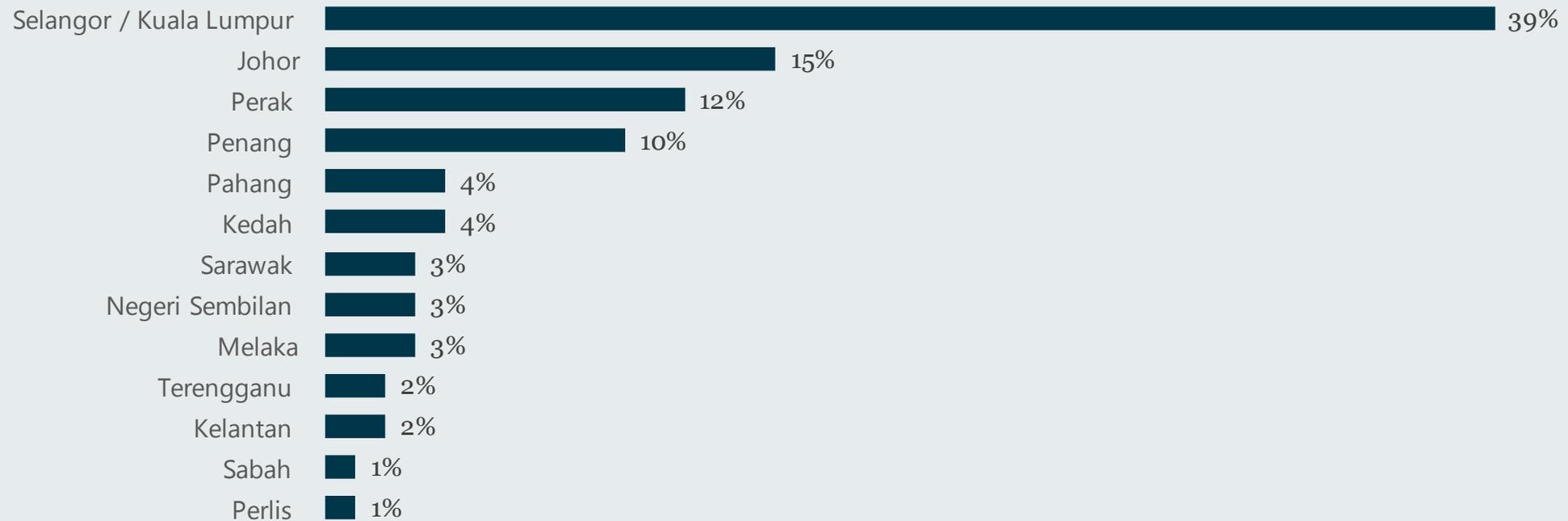
Source: Epinion, November 2014, Malaysian Panelists by states (n = 110,130)

● States with more than 10% ● States with less than 10% ● States with less than 5%

Background information

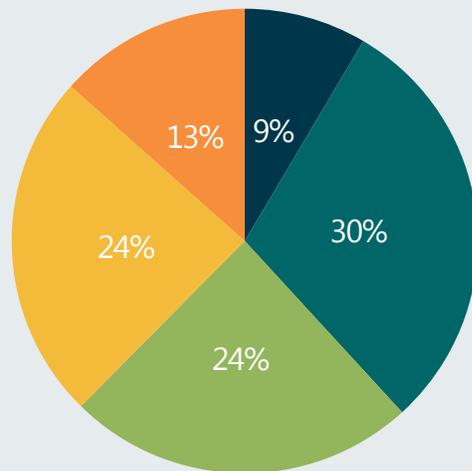


Background information



Gen Z is the new black

Generation split in Malaysia (%)



■ Gen Alpha ■ Gen Z ■ Gen Y ■ Gen X ■ Boomers

9.06mil

POPULATION

145RM

TO SPEND PER MONTH

Entering the job force

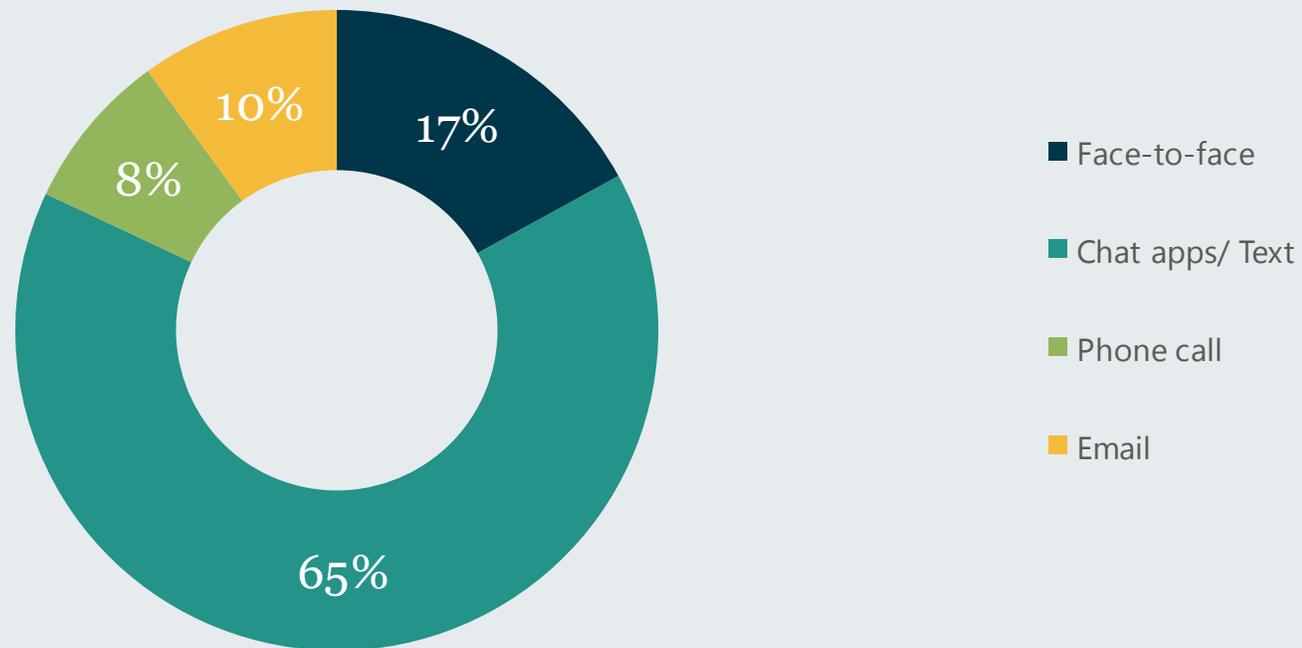
FOR THE FIRST TIME!

1
Digitally popular,
physically awkward



Most comfortable with friends behind the screen

Most comfortable method of contact with friends (%)



Q23. Which way of "talking" do you feel most comfortable to use for the person listed below?



Social media reputation

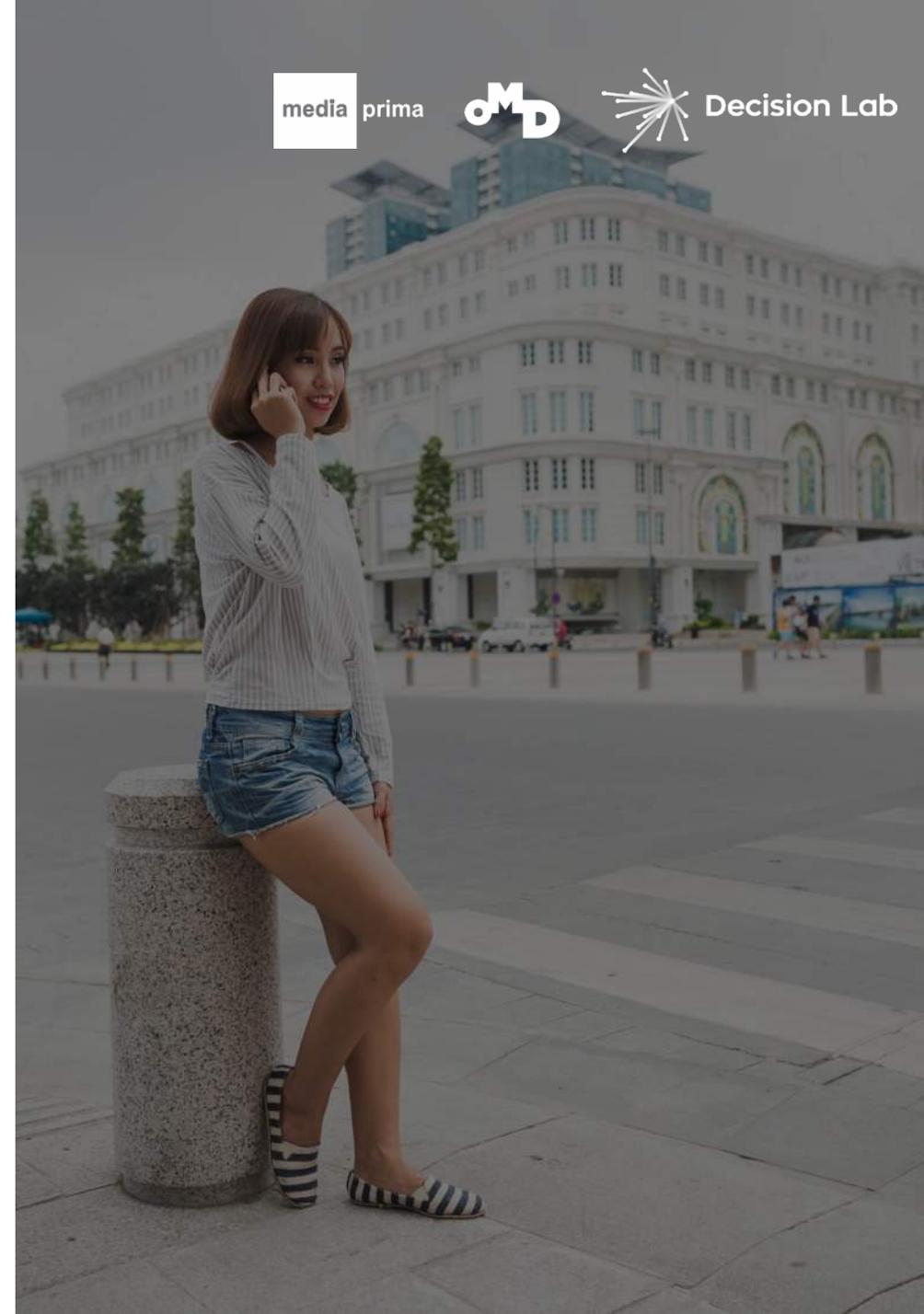
46%

AGREE THAT THE NUMBER OF LIKES / COMMENTS ON A SOCIAL MEDIA POST SHOW HIS / HER POPULARITY

55%

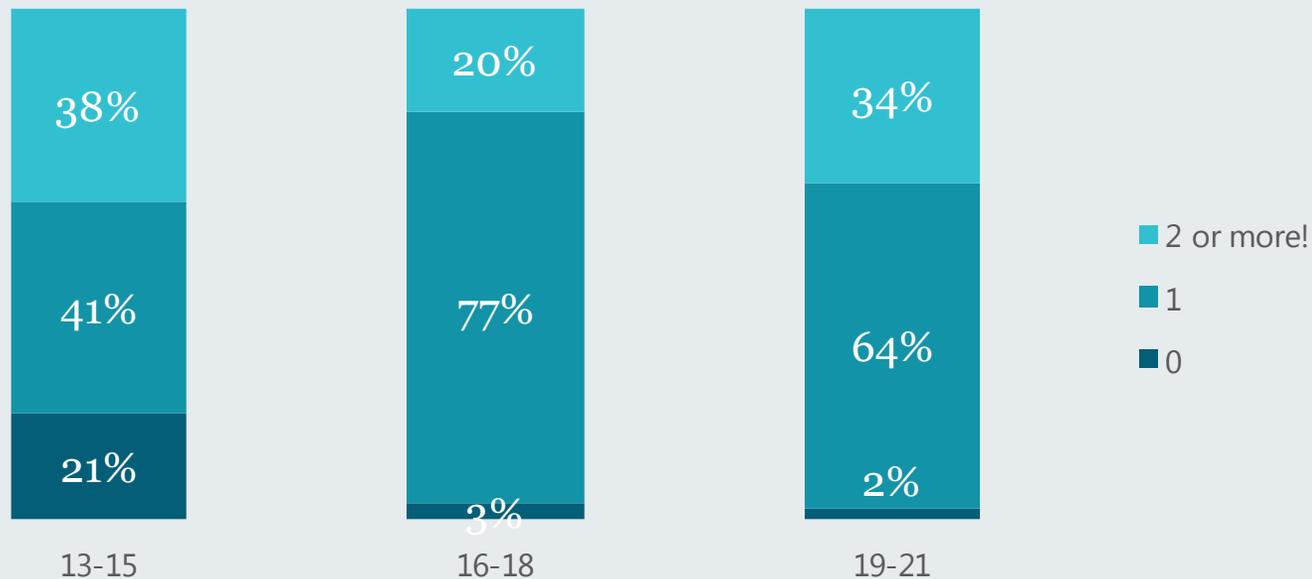
FEEL THAT THEY'RE NOTICED WHEN PEOPLE COMMENT AND LIKE THEIR POSTS.

The mobile phone is
GenZilla's lifeline



Almost all have a mobile phone – even those aged 13-15

Number of mobile phones (%)



Q20A: How many mobile phones do you have / own?

n=710

1.4

MOBILE PHONES PER PERSON

A mobile distraction

47%

SEARCH INFORMATION
ABOUT CAST OR
CONTENT OF THE
PROGRAM

35%

DISCUSS THE
CONTENT OF THE
PROGRAM WITH
FRIENDS

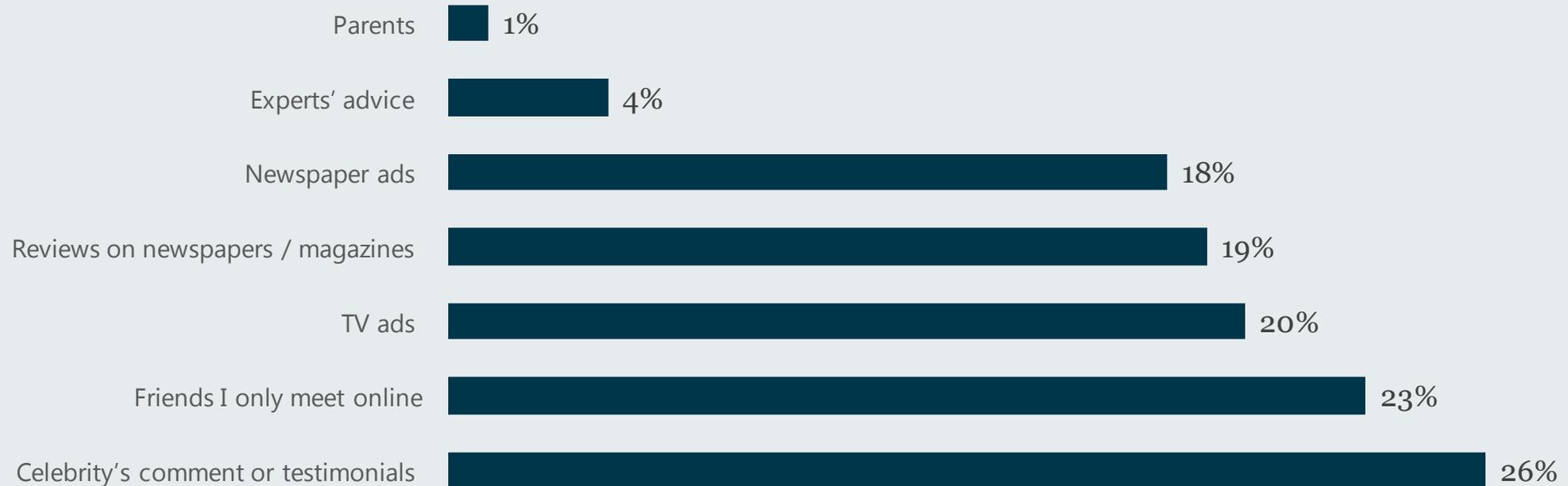
27%

SEARCH FOR BRANDS
/ PRODUCTS SHOWN
IN THE PROGRAMS



3 Discerning online

Genzilla treads lightly on internet “facts”



Q15: Please rank how much you trust each type of media and the different people in the list below.

Hollywood Breaking News - Jackie Chan died after perfecting a deadly stunt. Jackie Chan falls from a building of 12 floors. C.S.I are currently investigating. Watch the original video of the deadly stunt and their effort to save Jackie Chan. (for 18 years and above)



JACKIE CHAN DIED 1954 - 2013 [Hollywood Breaking News]
CLICK HERE TO WATCH THE VIDEO
(18 years and above) - Scenes not suitable for young audiences

BREAKING NEWS

Like · Comment · Share · about a minute ago via Celebrity News · 1

They're careful not to fall for the bait!

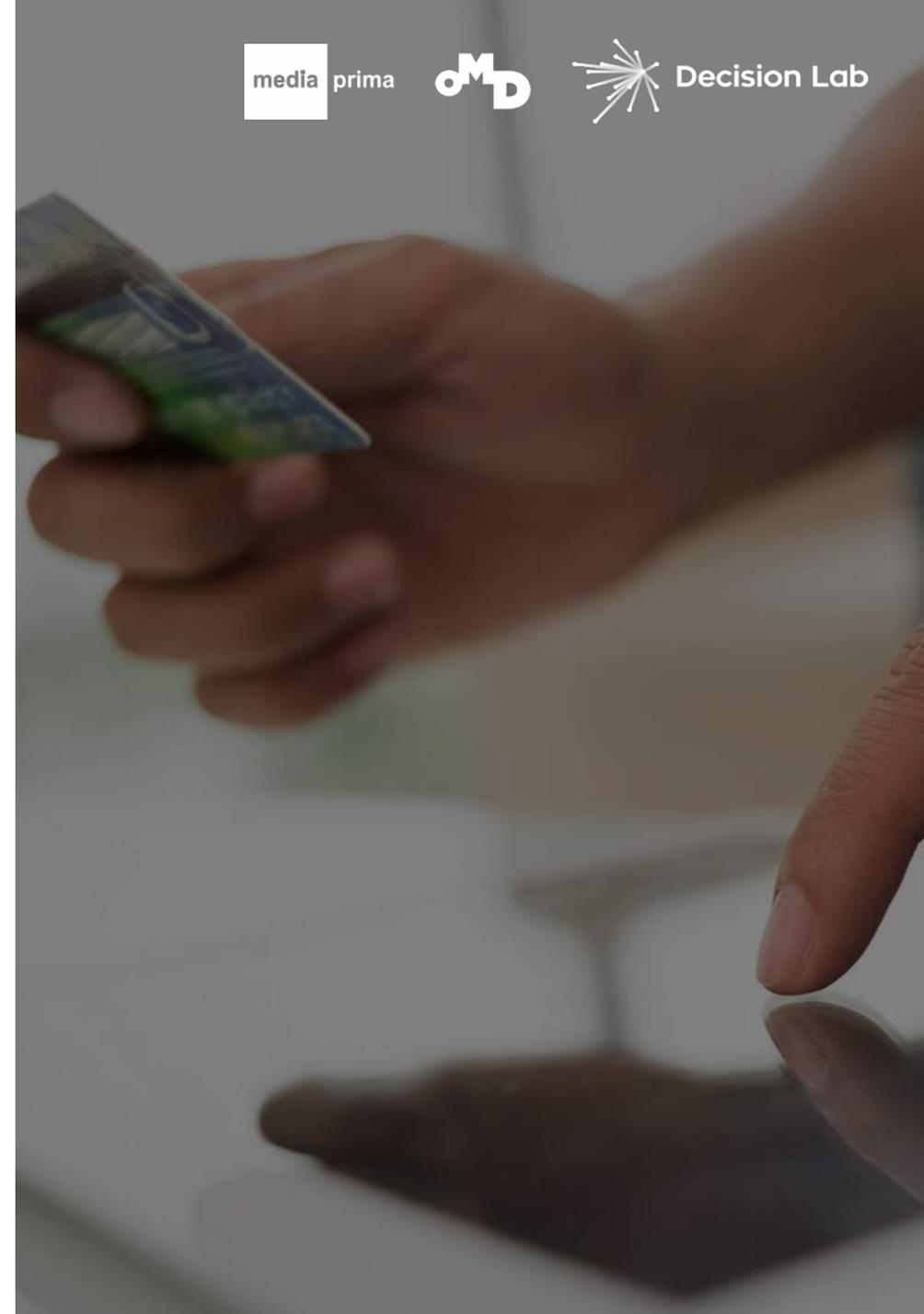
ONLY

21%

AGREE "I TRUST
INFORMATION FRIENDS
SHARE ON SOCIAL MEDIA"

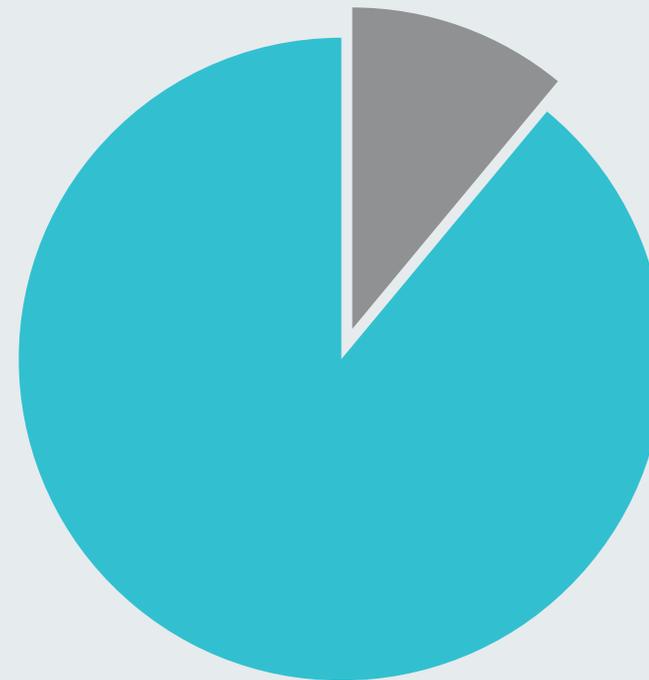
4

Digitally
responsible



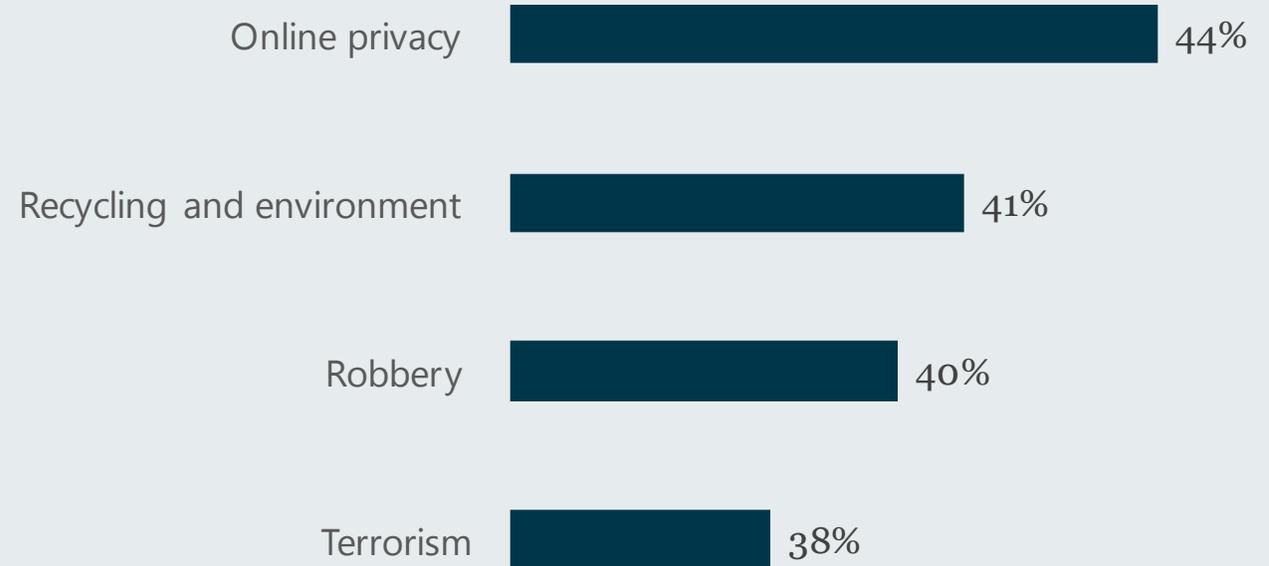
11%

"I AM OK TO SHARE MY
PERSONAL ISSUES ONLINE"



Online
privacy is
a top
concern

Social issues “very concerned” about





GenZilla will save the world



Concerned with social issues



Q6: How much do you care about the following causes or happenings? (top 2 boxes)



Genzilla are the
heroes, not the
villain

65%

OF GEN Z SAY THEY
WANT TO MAKE A
DIFFERENCE IN THE
WORLD.

It's cool to stand up for something

GROWING UP IN A TIME OF AWARENESS ON SOCIAL ISSUES, GEN Z HAS A STRONG DESIRE TO GET INVOLVED.

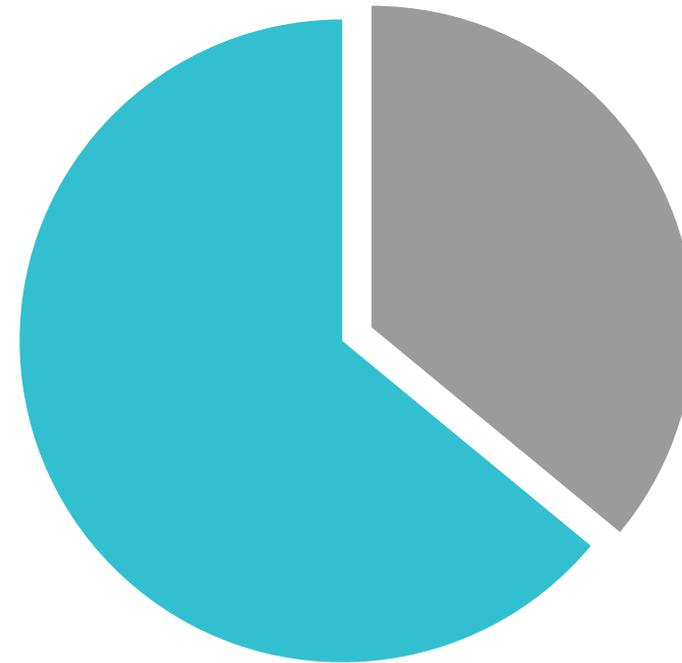
THEY ARE MORE LIKELY TO SUPPORT BUSINESSES THAT SERVE A HIGHER PURPOSE.



GenZilla suffers from perpetual child syndrome

64%

ADMIT THEY LIVE BETTER LIVES THAN THEIR PARENTS GENERATION





Increase in stress and disappointments

DESPITE BEING CLOSER TO THEIR PARENTS, GENZILLA IS USED TO LIVING AN EASIER LIFE. THEY FIND IT MORE DIFFICULT THAN THEIR PRECEDING GENERATIONS TO HANDLE STRESS AND DISAPPOINTMENTS.

GenZilla is confident and knowledgeable





A creature of confidence

75%

CONFIDENT WITH THEIR DECISIONS

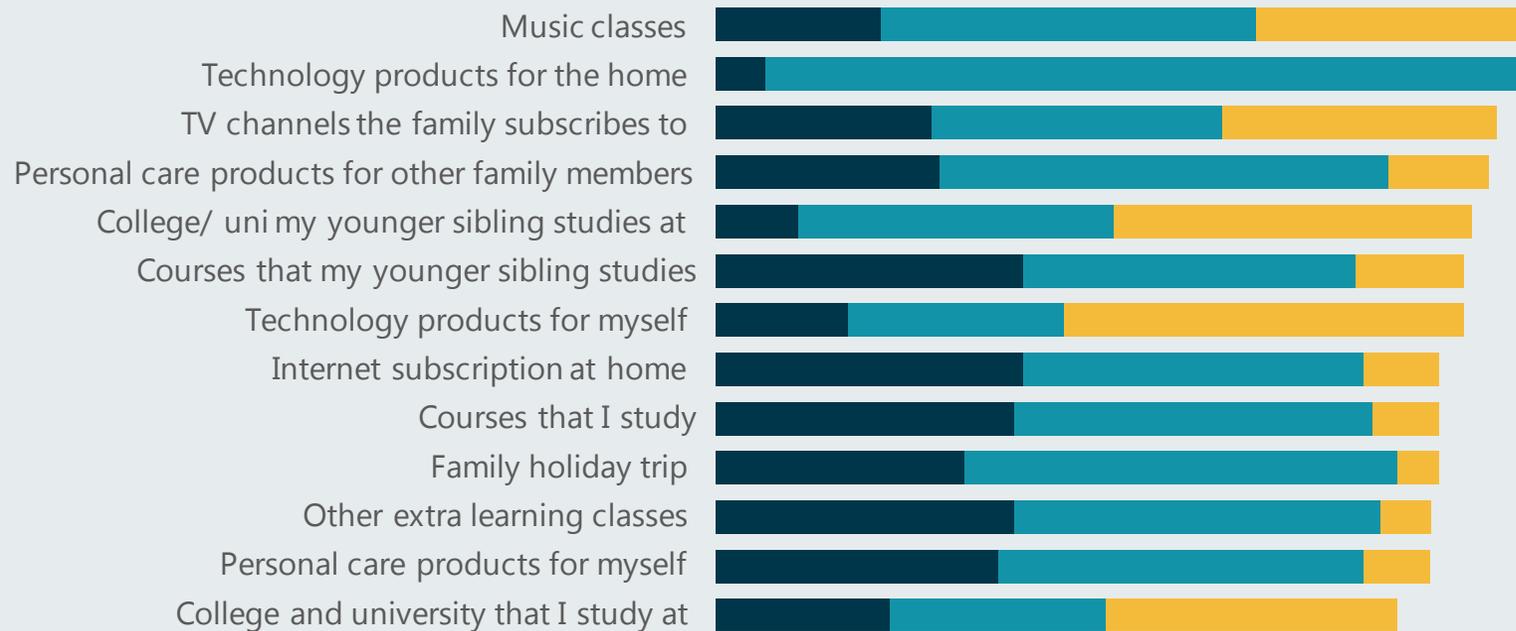
68%

KNOW MORE ABOUT TECHNOLOGY THAN THEIR PARENTS

39%

KNOW MORE ABOUT TECHNOLOGY THAN THEIR FRIENDS

Influence on decisions (%)



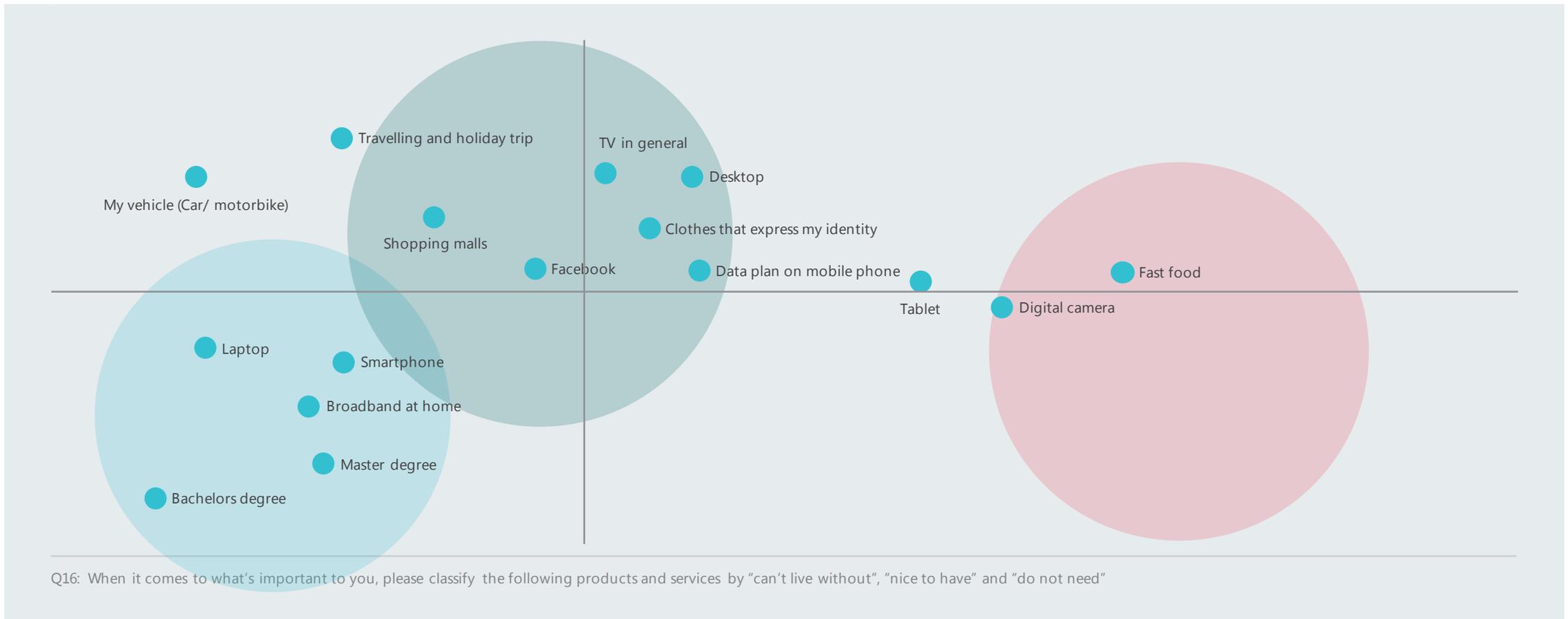
■ My opinion is asked but I do not decide
 ■ I decide together with others
 ■ I decide myself mainly

Q8: How involved are you in the purchase decision for each of the items below?

n=710

Genzilla roar is heard

Genzilla's survival kit - education as an essential to get ahead

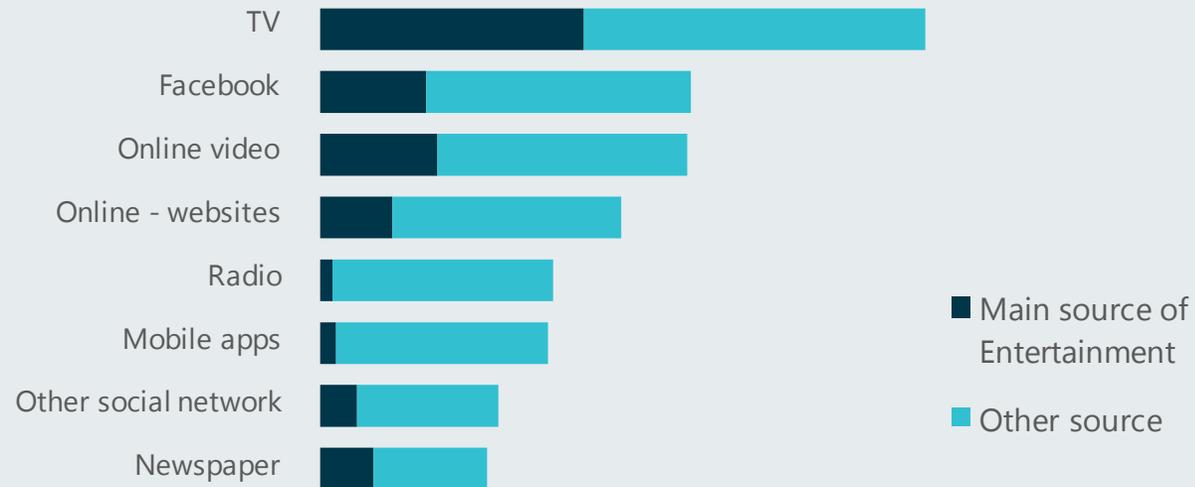




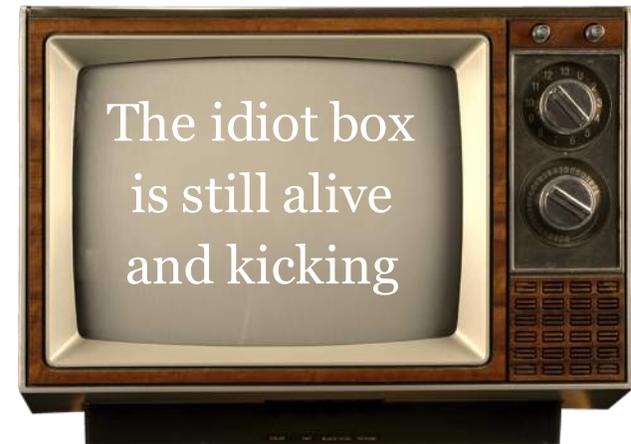
8

GenZilla preys on content

Sources used for entertainment (%)



Q11A & B: Which of the following types of media are your main sources for entertainment? Please select one main source and other sources



Genzilla thirsts for video content



27%

WATCH YOUTUBE



25%

WATCH OTHER DRAMA/
MOVIE WEBSITE



40%

WATCH OFFLINE TV



10%

WATCH CATCHUP TV (EG.
TONTON)



Genzilla summary

DIGITALLY POPULAR, PHYSICALLY
AWKWARD

MOBILE IS A MUST

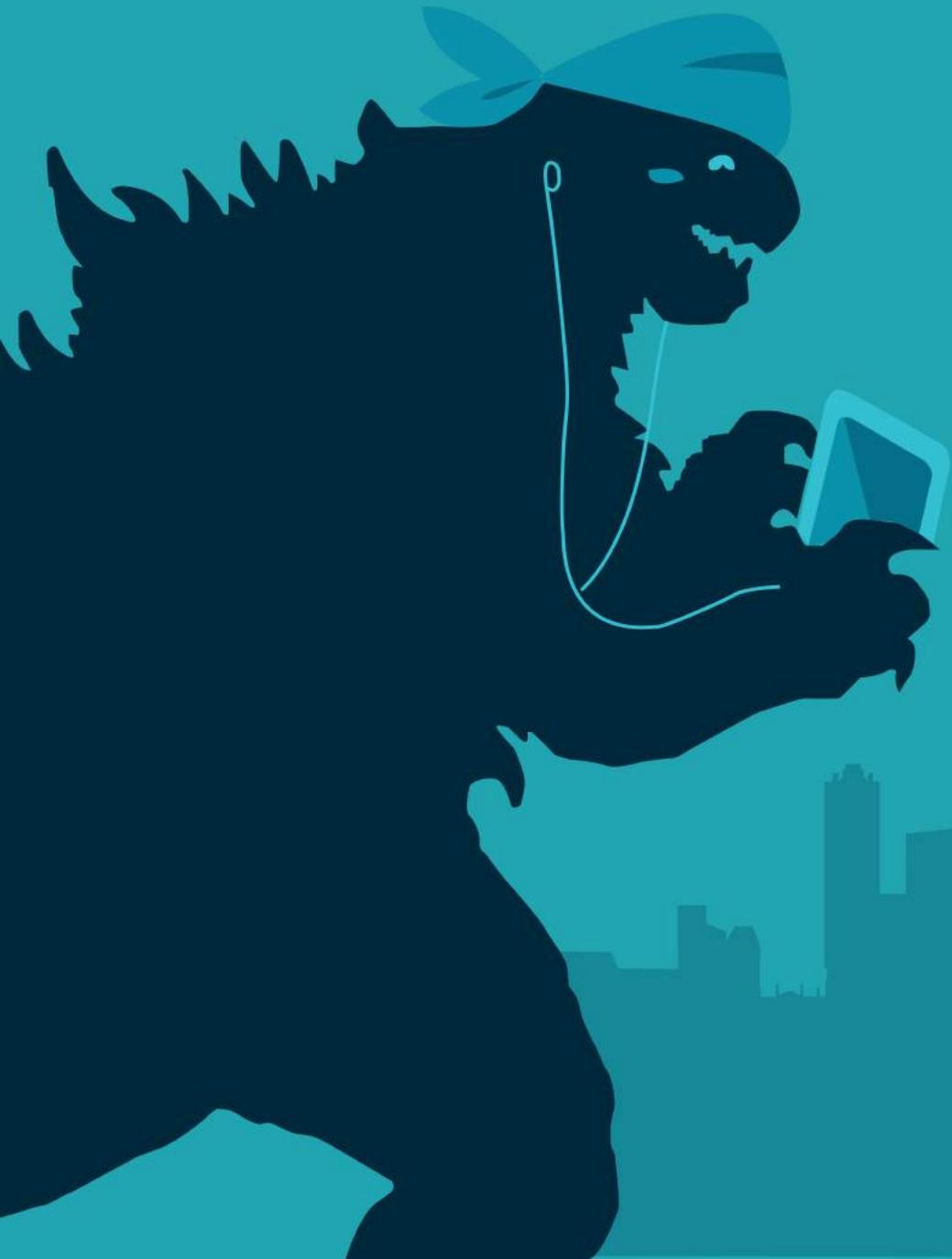
DIGITAL RESPONSIBLE

SOCIAL CONSCIOUS

OVER – PARENTED

SMART AND IN THE KNOW

CONTENT FOLLOWERS



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