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## **'Tomorrow - Now': The Digital Path to Purchase**

**A collaboration between Pulse Group PLC and PHD Malaysia**

**Kuala Lumpur, April 26, 2011** . PHD Malaysia and Pulse Group PLC have launched the first leg on a thought leadership series, which includes primary research revolving around the latest consumer trends, media consumption habits, and e-commerce of tomorrow.

Andreas Vogiatzakis, Managing Director of Omnicom Media Group commented *“staying ahead of the curve, understanding the drivers of change, and enabling us to propel into the future now, is of critical importance. This collaboration with the Pulse Group enables us to do exactly that and become the catalyst for ideation and thought-leadership that will create successful communication strategies for our partners”*.

Bob Chua, CEO of Pulse Group PLC added *“We’re delighted to collaborate with PHD to generate leading-edge research that is relevant, thought-provoking, and futuristic”*.

The ***Digital Path to Purchase*** was conducted in April 2011 among internet users in East & West Malaysia.

The research revealed that Internet usage is mainly home & work-based. Mobile internet usage is high among Gen Y & Gen X, while Baby Boomers hardly access internet from anywhere else besides home & work. The top internet activities are email (94%), search (80%), and social network updates (52%). Interestingly, half of the Baby Boomers spend less than an hour on social network compared to 82% of Gen Y (more than an hour). When it comes to devices most often used to access the internet, 2 quarters of Gen Y have moved beyond desktops/laptops (using mobile, tablets etc.), while 2 quarters of the older generations (Gen X & Baby Boomers) are still using the computer.

Mobile phone remains indispensable across generations, while laptop’s growing popularity has surpassed desktop as a gadget that they cannot live without. Multitasking hours vary between weekdays & weekends, and contrary to common belief, most internet & TV hours are actually exclusive media hours. Moreover, Malaysian netizens use both online & offline media to product source information across 8 product categories, while brand-driven media play a significant role in both product & price comparison across categories.

Regarding the importance and impact of online presence, online brand presence uplifts the status of brands and it influences every stage of consumers’ path to purchase. Additionally, the receptivity of Mobile and Online ads is considerably high across generations, however, not all ads are effective, depending on price & message clarity as the key factors, while personalized mobile ads being necessary as product interests differed by generations.

The **‘Tomorrow Now!’** thought leadership-series is an invitation only event.

### **About Pulse Group PLC**

Pulse Group PLC is Asia's leading *Digital Research Agency*. Its full-service capabilities encompass brand related insights, measurement, sentiment analysis and Consumer 2.0 across Asia-Pacific. It also manages one of the most established Asian Online panels [www.planet-pulse.com](http://www.planet-pulse.com) - an online community of survey respondents throughout Asia-Pacific and Middle East. Please visit [www.pulse-group.com](http://www.pulse-group.com) for more information.

### **About PHD**

Formed in 1990, PHD ([www.phdnetwork.com](http://www.phdnetwork.com)) is a media and communications agency with over 70 offices and 2,500 staff globally. PHD is a media business that has been built on a culture of thought leadership, creativity and innovation. At our core is a strong belief that great media ideas matter. In our hearts is a commitment to lead the industry with thought provoking opinion and pioneering thinking. Pioneering is our guiding principle and at its heart is about people wanting to find a better way. People who recognise that the same old paths create the same kind of results. People who instinctively want to go the extra mile to seek out improvements. In today's highly competitive world, the time is right for a pioneering partner like PHD.

PHD Asia Pacific was crowned Media Agency Network of the Year in 2009 and 2010 by Campaign Asia-Pacific, a Haymarket publication.

### **About Omnicom Media Group**

*Omnicom Media Group* is the media services division of Omnicom Group, Inc. (NYSE: OMC). Omnicom is a leading global advertising, marketing and corporate communications company. Omnicom's branded networks and numerous specialty firms provide advertising, strategic media planning and buying, direct and promotional marketing, public relations and other specialty communications services to over 5,000 clients in more than 100 countries.

*Omnicom Media Group* is made up of several media specialist companies. Among them is **OMD Worldwide** (<http://www.omb.com>), the largest and most innovative media communications specialists in the world, and **PHD Network** ([www.phdnetwork.com](http://www.phdnetwork.com)), a leading media services company widely recognized for its pioneering and innovative work for clients.

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