



# A MARKETER'S GUIDE TO CONNECT WITH VIDEO AUDIENCE

# PART 1

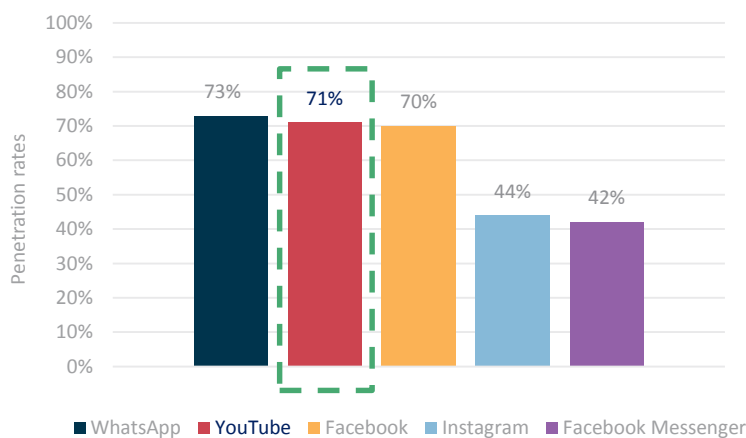
## CONVERSATION TREND FROM VIDEO SOURCES



# Video Everywhere

Video is everywhere and it has been “imperative” for any marketers. According to American business magazine Inc’s [article](#) that *4 Ways to Make Your Content Marketing Successful in 2019*, video is said to represent over 80 percent of all Internet traffic in 2019. Not surprisingly, YouTube was named as the 2<sup>nd</sup> leading social network site in Singapore as of the 3<sup>rd</sup> quarter of 2017. In this whitepaper, we will take a look at the conversation trend of video contents and discuss how brands can seize invaluable opportunities for optimised video strategies.

## YouTube sits at the head of a handful of leading social platforms in Singapore



*“Video is everywhere now and it has been imperative for any marketers”*

Source: Penetration of leading social networks in Singapore as of 3rd quarter 2017, statista [1]

## Top 3 YouTubers which earned the most buzz unveiled



**Ryan Sylvia**  
(39.365 buzz)



**Wah!Banana**  
(14.070 buzz)

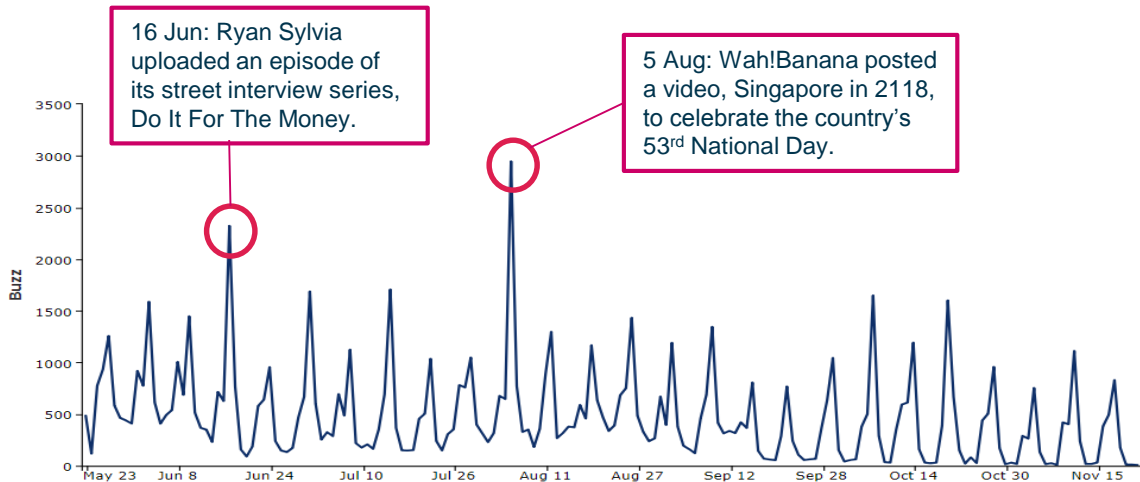


**National Council of Social Service**  
(467 buzz)

Based on Isentia’s social data, local YouTubers, Ryan Sylvia and Wah!Banana, earned the most buzz during the last 6 months. National Council of Social Service (NCSS) won the 3<sup>rd</sup> place as its mental health anti-stigma campaign [video](#) obtained notable engagements.

# Who is driving the chatter? What are the topics of conversation?

We closely looked at conversation trend from video sources during the last 6 months and learned that 2 noticeable buzz spikes were driven by 2 local YouTubers, **Ryan Sylvia** and **Wah!Banana**.



Source: Isentia's data

## Snapshot of best performing contents



- **Title:** Singapore in 2118 [[Link](#)]
- **What was the content about?**
- ✓ In line with the 53<sup>rd</sup> Singapore National Day, Wah!Banana shared a video featuring what Singapore will look like in 100 years.
- **Total engagement**
- ✓ Views: 555,851
- ✓ Comments: 1,227
- ✓ Likes: 10k



- **Title:** Do It For The Money (The Disney Edition) [[Link](#)]
- **What was the content about?**
- ✓ Dee Kosh, an actor from Ryan Sylvia production, interviewed random people on the street and gave away cash prizes for those who answer the questions on Disney movies.
- **Total engagement**
- ✓ Views: 271,167
- ✓ Comments: 713
- ✓ Likes: 5.6k

## PART 2

### 3 KEY TAKEAWAYS FOR BRANDS & CASE STUDIES



# A sense of humour can go a long way

It is worth finding out that who drove the chatter and what videos resonated better than others. Now, let us take a further step to inspect on why 2 local YouTubers, Ryan Sylvia and Wah!Banana, succeed. First and foremost, the local YouTubers engage audience with entertaining contents. As you might expect, the 2 local YouTubers started off with the production of comedy videos on YouTube. Remember that social media is largely considered as an entertainment medium. Make sure that your videos are well integrated with humorous elements to secure audience attention and drive up engagement.

*“Remember that social media is largely considered as an entertainment medium”*



- **Title:** Things People Do Before Traveling [\[Link\]](#)
- **What was the content about?**
  - ✓ WahBanana! shared about things that different people would do before taking a trip in a humorous way.
- **Total engagement**
  - ✓ Views: 600,442
  - ✓ Comments: 523
  - ✓ Likes: 7.6k

## WHAT WAS THE RESPONSE FROM AUDIENCE?

Many liked the post, as referenced by the large number of likes, and appreciated the humour.



# ...And some brands have upped their game

## Health Promotion Board, Singapore



The screenshot shows a Facebook post from the Health Promotion Board, Singapore, dated October 23. The post text reads: "Redeem your Healthpoints for rewards in 3 easy ways like #DebraChinKiahSoo: <http://bit.ly/2CZld7X>". The video player shows a woman laughing with the title "DEBRA CHIN KIAH SOO" overlaid. The video has 2.6K likes, 138 comments, 780 shares, and 487K views. Below the video are buttons for Like, Comment, and Share. The comments section shows several user reactions:

- Mark Graham Thomas: "This.... Pretty much sums up sg millennial female bitchiness. Haha. 'so plaaasticc' busy tahnz. Hahahaha" (21 likes)
- Nora Anniesha Chia Normanisa Aziz: "fantastic dialogue with a good punch of sarcasm. Michelle Chong did it again." (2 likes)
- Wee Chin Wei: "Witty, a great sense of humour and entertaining! Very well done to put health points across to the general public! They brought 'suanemies' to a next level." (5d)
- Kirk Steven Y Ngo KarlNgo Kathy KennyNgo: "y'all go learn singlish. Hahahaha" (2w)
- Yelrihs Shirley: "Super like this ad. Very interesting" (1w)
- Khee CH Jana Loh: "have u seen this? Haha" (3w)
- Ferrine Seik: "So sarcastic I ❤️ this. The bitches in war. Main point brought across. Good ad." (2w)

Source: Health Promotion Board, Singapore Facebook Page [\[Link\]](#)



Health Promotion Board, Singapore uploaded an entertaining video to drive awareness about its rewards point system, Healthpoints. The video witnessed a huge success earning more than 2.6k likes from netizens.

# Spice up the content with local flavours

Ryan Sylvia and Wah!Banana stay connected with audience through locally relevant videos. Featuring local celebrities, majority of their videos are crafted with Singaporean themes. Wah!Banana's video, titled '[Things Foreigners Say in Singapore](#)' covering about what foreigners would say regarding Singapore's unique culture and practices accumulated 779,864 views. While Ryan Sylvia's '[Singapore Like You've Never Seen Before](#)', which showcased various places of Singapore in a different light, obtained 562,128 views. By publishing videos that reflect what Singaporeans encounter in real life, the publishers drove strong engagements. So, make sure to add local spices to your videos to strike a chord with Singaporean audiences.

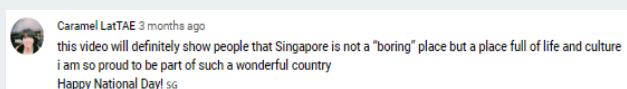
*“Make sure to add local spices to your videos to strike a chord with Singaporean audience”*



- **Title:** Singapore Like You've Never Seen Before [\[Link\]](#)
- **What was the content about?**
  - ✓ Ryan Sylvia uploaded a travel video, made of artistic footages featuring different venues of Singapore from heritage sites, neighborhood areas to modern architectures.
- **Total engagement**
  - ✓ Views: 562,128
  - ✓ Comments: 3,422
  - ✓ Likes: 30k

## WHAT WAS THE RESPONSE FROM AUDIENCE?

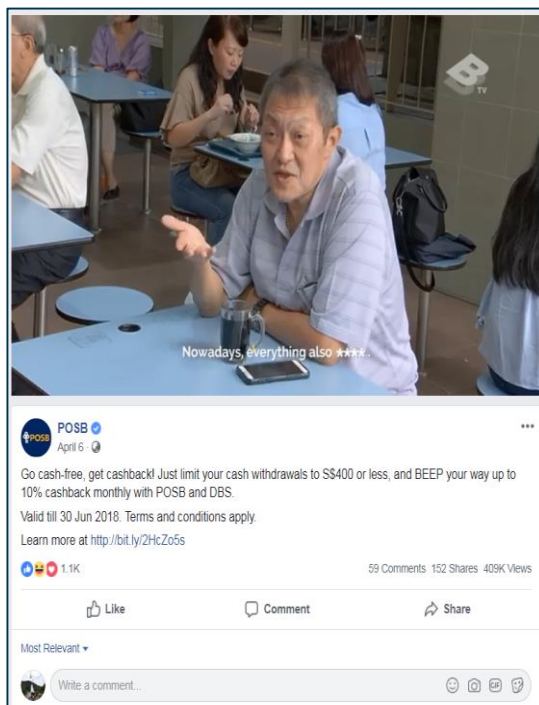
The video resonated well with many netizens as some showing appreciation for different facades of Singapore featured from the video. Some mentioned having felt proud to be a Singaporean.





# ...And some brands have upped their game

## POSB



Source: POSB Facebook Page [\[Link\]](#)



A hawker center, a unique part of Singapore's society, was strategically chosen for POSB's cashless campaign video. The video also featured locally well-known Internet celebrity Uncle Toh to resonate better with local netizens. The post appealed strongly to netizens garnering more than 1k likes.

# Help your audience with informative contents

Ryan Sylvia's food review series [NOC Food King](#), covering about Singapore's must visit-eateries, dining deals and food recipes, benefits 'foodies segment' by providing authentic information. Every episode of the show enjoys significant engagement. The show's Instagram account ([@foodkingnoc](#)) attracted more than 65k followers supported by the public appreciation for the programme. Help your audience by publishing videos that address their needs to bring better results for your content marketing ROI.

*“Help your audience by publishing videos that address their needs to bring better results for your content marketing ROI”*



- **Title:** Food King Singapore Good Hawker Centre! [\[Link\]](#)
- **What was the content about?**
  - ✓ Hosts of NOC Food King series visited Pasir Panjang Food Centre and shared their reviews on unique food offerings from the hawker centre.
- **Total engagement**
  - ✓ Views: 322,552
  - ✓ Comments: 476
  - ✓ Likes: 4k

## WHAT WAS THE RESPONSE FROM AUDIENCE?

Many appreciated useful information and expressed interest in the food featured from the video.



**WaterBottle Flip** 5 months ago

I'm so happy that all of you guys at noc are doing food king It helps us by telling us about where is the good food XD Thank you so much for sacrificing your time and limited stomach space for our convenience



**Akshayaa Latha** 5 months ago

I am really happy that ryan, sylvia, dee kosh, and aiken actually make the effort to do such food videos. It made my day. Its informative about the local culture in spore and i am super excited to try them out myself. Thanks so much NOC!

169 REPLY

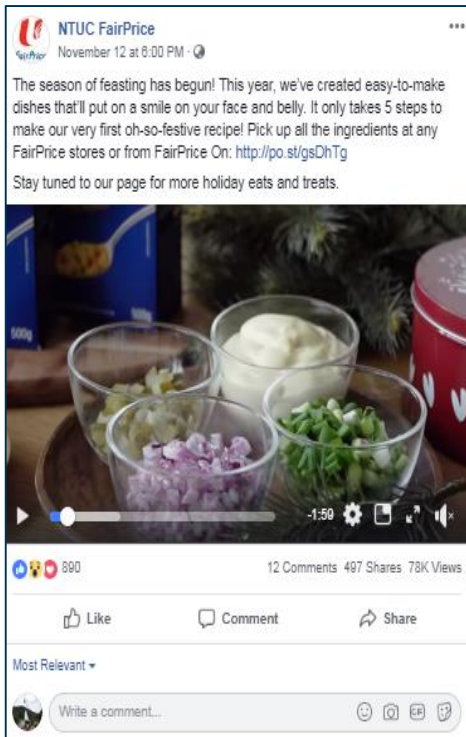


**ker0r0** 5 months ago

The food looks good n i will try them soon! Thanks for the content guys!

# ...And some brands have upped their game

## NTUC FairPrice



Source: NTUC FairPrice Facebook Page [[Link](#)]



Li Anne Nice leh!

Like · Reply · 1w



Debi Zinta Dewi Yucky Okinawa Fanggidse dear let's try this 😊

Like · Reply · 1w



Janaki Weerakoon I think tast is nice ...

Like · Reply · 1w



Ailema C. Latawan



Like · Reply · 1w



Janaki Weerakoon I want to try this can u put menu list pls

Like · Reply · 1w



Dada Sng Kamsiah Sari look yummy n easy

Like · Reply · 1w



A local grocer FairPrice frequently published recipe videos. The video on how to make egg macaroni salad evoked considerable engagement by amassing more than 800 likes.

# PART 3

## SUMMARY

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# Conclusion

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Remember that social media is largely considered as an entertainment medium. **Engage your audience with fun and entertaining videos.**



Local elements are efficient in driving interaction. **Make sure to add local spices to your videos to strike a chord with Singaporean audience.**



Informative videos work well. **Help your audience by publishing videos that address their needs to bring better results for your video marketing ROI.**



# Thank you.

To find out how else Isentia can value-add to your brand's marketing and communications strategy, please contact:

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