

CASE STUDY



BRAND
PROPOSITION
DEVELOPMENT FOR
AN INTEGRATED
ENTERTAINMENT &
LIFESTYLE HUB

BUSINESS OBJECTIVES & NEED FOR RESEARCH

Relaunch the current brand and deploy it through a new proposition to make it more meaningful across segments in Singapore



BRAND CHALLENGE

The brand hosts a range of entertainment and lifestyle activities including local and international events

Event centric image
Lack of Relevance

However, the brand is perceived as more event centric. Lack of awareness and thus relevance. As a result, despite the completeness of its offering, the brand is not a sought-out destination

Research was anchored in development of various positioning platforms targeted to a broad audience in Singapore.



RESEARCH ROLE

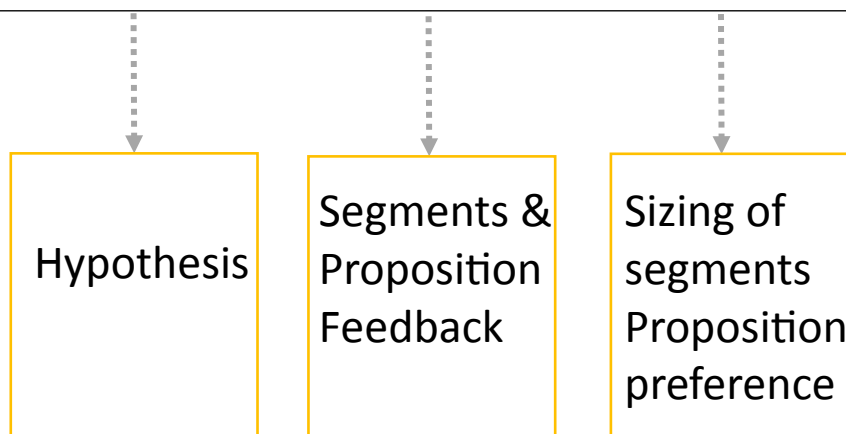
Key challenge was to make the brand relevant to different segments by understanding their current needs around leisure, lifestyle, fun and entertainment

Current leisure needs
Brand fit in this context
Proposition testing and optimization

**RESEARCH
APPROACH & METHODS**



We developed a multi-phased approach involving social listening, qualitative journals + groups and quantitative interviews



RESEARCH OUTPUT

Intuit led the research process and identified market personas anchored in consumers' leisure and lifestyle needs + evaluated propositions

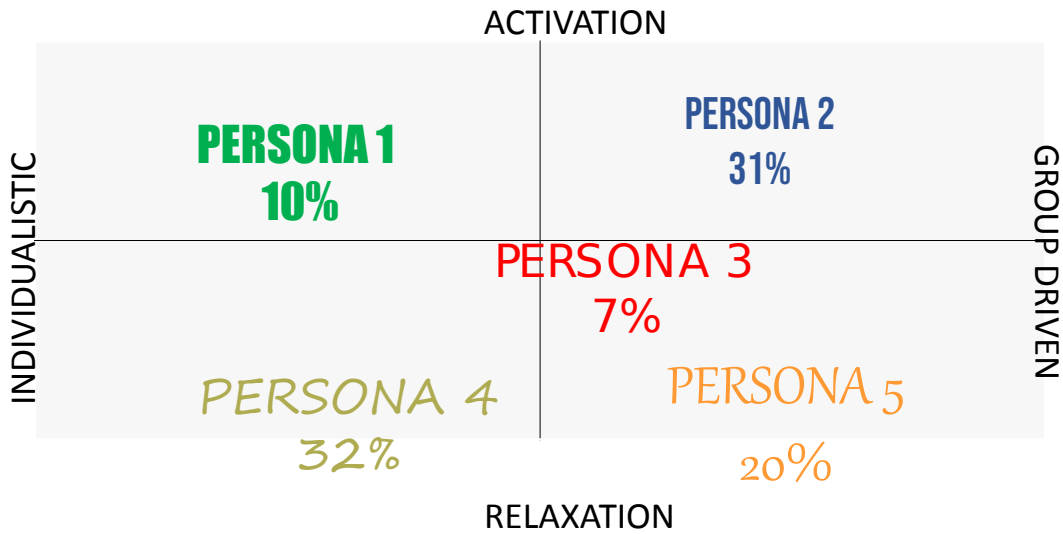
The richness and clarity of these findings helped our key partners to align on propositions to move forward such that the brand is meaningful to identified, sizable segments

The brand agency is now working on the final proposition that will anchor any kind of brand decisions in the future

RESEARCH FINDINGS
PERSONAS

5

PERSONAS
 WERE
 IDENTIFIED
 AND SIZED



PERSONA 2

Demographic skews

- ✓ Young Adult, Age 25-34
- ✓ More inclined to activities with friends
- ✓ HH income- SGD 8-12k
- ✓ Higher than average spend 1.3X vs Total

Psychographic skews

- ✓ “Very important to accomplish goals”
- ✓ “My friends and I grow and perform together”

Key Needs

- ✓ Availability of good facilities
- ✓ Experts for better guidance
- ✓ Stimulating ambience

Pay Offs

- ✓ Sense of accomplishment
- ✓ All round performance
- ✓ Bonding with friends

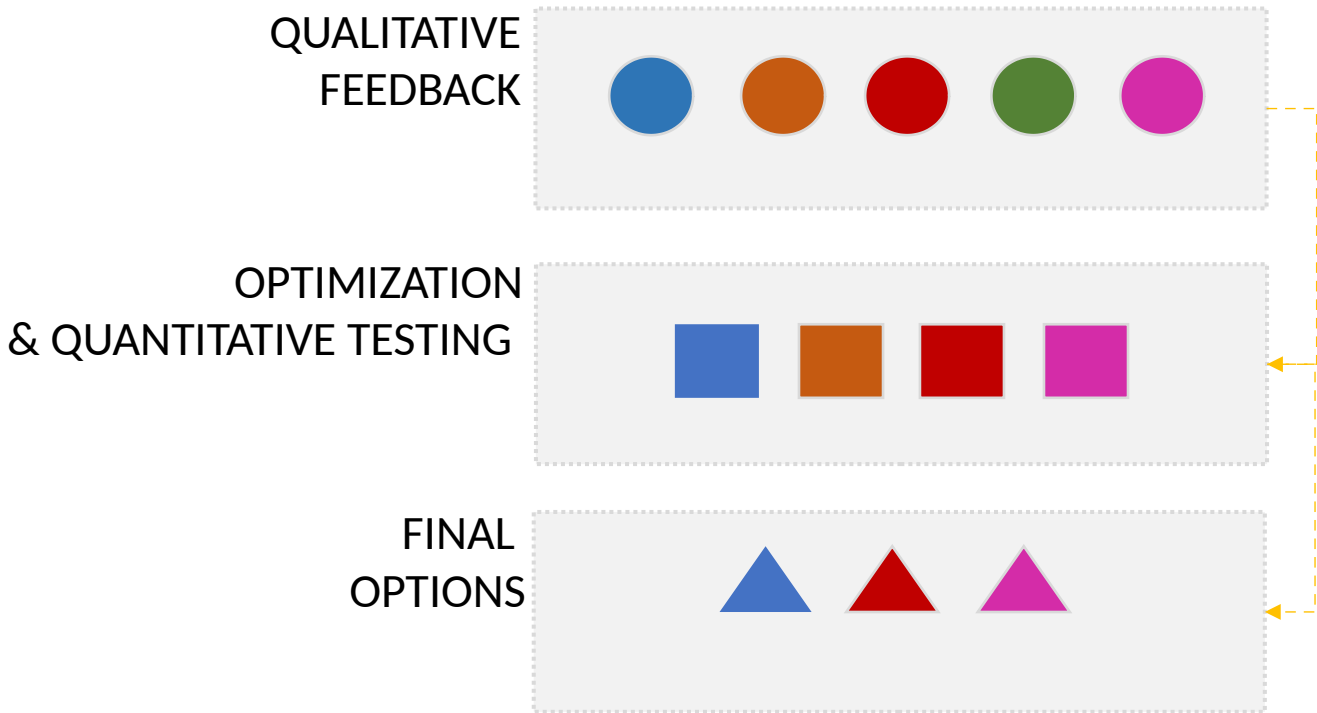


“ Fitness with friends is more fulfilling as we can guide each other. My friends are fitter and often helps us towards our goals.”

RESEARCH FINDINGS
PROPOSITIONS

5 Propositions
Qualitative tested and optimized

Quantitatively tested & matched with specific segments



PERSONA PROPOSITION FIT

