



MEDIA DOTS

# INTUIT MEDIA DOTS

Data on Target Segments

## INTRODUCTION ●●●●

In a fast-paced and dynamic market like Hong Kong, it is of utmost importance for marketers to closely monitor and track the constantly evolving patterns and trends in media and product consumption.

**Media DOTS** aims to provide valuable insights for agencies, advertisers, and media owners, into the shifts occurring in media and product consumption, enabling them to stay ahead of the curve and make informed decisions for marketing and communications initiatives to meet the needs and preferences of target consumers.

## THE BENEFITS ●●●●

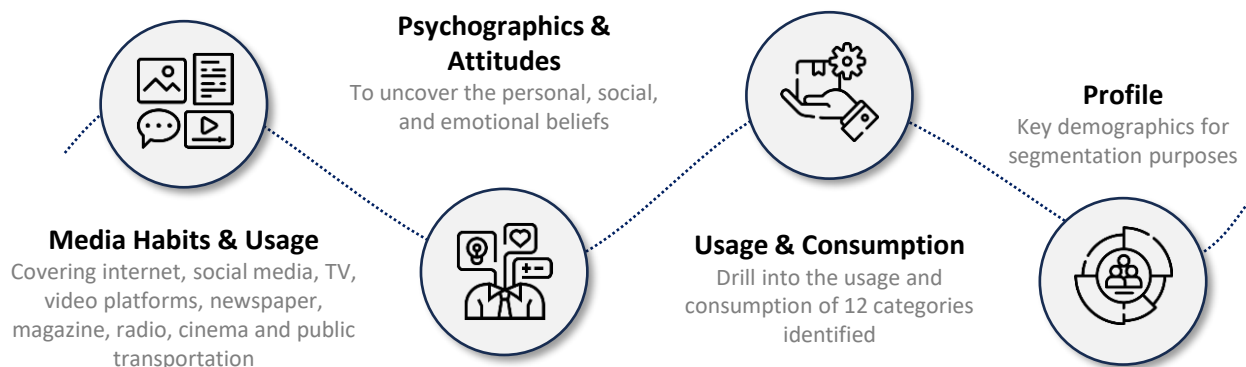
**Always-on insight destination** of the Hong Kong consumers

Enables marketers to **identify and purposefully target** specific personas for activation

Mirror market dynamics and offers marketers the **flexibility to inquire** about the latest trends and topics

## WHAT DOES IT COVER? ●●●●

Media DOTs establishes connections and interlink various topics to create a cohesive narrative for marketers.



## THE 12 CATEGORIES



## THE APPROACH ●●●●



An **Online** survey via access panels



Continuous tracking



**n=6,000** per year



Targets **Hong Kong residents, males and females aged 12-64** (excluding domestic helpers, overseas students and expats)

# INSIGHT GENERATION ●●●●●

To uncover consumers' profiles, attitudes, media usage, product usage and more. An example:



# DELIVERABLES ●●●●●

Different formats of deliverables available to cater to your specific needs.

**1**

**Full dataset** on any software you like. Intuit is software-neutral so subscribing clients are welcome to pick their preferred software for data loading

**2**

**Excel tabulations**

**3**

**PowerPoint Snapshots**

# GET IN TOUCH ●●●●●



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