



Build what people follow.

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01

RACE

Target Malaysia's multicultural society

MALAY

They value strong family ties, religious faith, and community support, emphasizing education, career growth, and financial stability as key pillars of success. With a deep sense of social responsibility, they prioritize harmony, respect, and ensuring future generations have the resources to succeed.

Attitude to Media:

They prefer media that resonates with their faith, traditions, and aspirations, often seeking educational and family-friendly content. At the same time, they actively follow entertainment news, particularly topics related to drama series, music, and cultural events, as long it aligns with their values and interests.

Interest

- Recipes
- Smart Tech & Phone
- Entertainment News
- Local Drama
- Local Celebrities News
- Islamic Content
- Music
- Festive Events

Browsing Behavior:

- Halal Restaurant
- Latest Baju Raya Design & Fashion
- Bazaar Ramadan
- Simple Kuih Raya Recipes
- Latest Local Artist Gossip
- Local Malay Celebrities And Social Influencer
- Latest Malay Drama
- Best Malay, Islamic & English Radio Station



CHINESE

Deeply rooted in both traditional heritage and modernity. They are known for their strong commitment to education, career success, and financial stability. Family and community are at the core of their values, and there is a strong emphasis on ensuring that future generations have the resources and opportunities to thrive

Attitude to Media:

Their overall media consumption reflects a strong commitment to personal growth, well-being, and upholding family values.

Interest

- Health
- Online Shopping
- Smart Tech & Phone
- Business News
- Local Chinese Celebrities News
- Investment
- Music

Browsing Behavior:

- Feng Shui Tips
- Chinese Astrology Predictions
- Chinese Drama
- Recommended Chinese Restaurant
- Local Chinese Celebrities & Social Influencer
- Chinese New Year Fashion & Design
- Recommended Bars & Clubs
- Traditional Chinese Remedy
- Best Chinese & English Radio Station



INDIAN

Driven by ambition and perseverance, Malaysian Indians uphold their rich traditions while embracing modern opportunities, with a strong focus on education, career advancement, and financial security. Family, religion, and cultural identity are at the heart of their values, shaping their aspirations for a better future. They are known for their resilience and strong sense of community, always striving for progress and recognition.

Attitude to Media:

They seek content that is both entertaining and meaningful, appreciating media that celebrates their heritage, promotes learning, and inspires progress.

Interest

- Health
- Gold Investment
- Recipes
- Entertainment News
- Music

Browsing Behavior:

- Latest Saree Design And Fashion
- Recommended Indian & Vegetarian Restaurant
- Deepavali Bazaar
- Gold Jewelry Shop
- Top Tamil & English Radio Station
- Best Tamil Movies
- Local Indian Celebrities And Social Influencer
- Indian Vegetarian Recipes
- Recommended Bars & Clubs



02

INCOME GROUPS

Target consumers from B40 to T10, aligning with income-driven needs and lifestyles.

T10

The T10 group comprises high-income individuals earning above RM13,000, including senior professionals, entrepreneurs, and top executives. Highly educated and primarily based in major urban areas, they prioritize financial growth, exclusivity, and a high standard of living. They frequently travel internationally, invest in premium real estate, and stay ahead with the latest technology and luxury innovations.

Attitude to Media:

They seek insightful and high-quality information that keeps them ahead of business, investment and trends.

Interest

- Investment
- Property
- Smart Tech & Phone
- Financial News & Global News
- Travel
- Luxury Goods
- Luxury And Niche Vehicle
- Wealth Management

Browsing Behavior:

- Market Trends & Stock Performance
- Real Estate Investment
- Subscription News & Entertainment
- Bespoke Brands
- Luxury Gadgets
- Premier Banking
- Luxury Hotel & Resorts
- International Travel
- Loyalty Programs With VIP Perks
- Ultimate & Supreme Luxury Car



T20

The T20 group represents Malaysia's affluent class, enjoying a sophisticated and exclusive lifestyle. Earning above RM11,820 monthly, this segment includes senior executives, business owners, and high-net-worth professionals who prioritize wealth accumulation and investment diversification. They are forward-thinking individuals who embrace innovation and emerging technologies. They often seek premium experiences in fashion, fine

Attitude to Media:

They usually seek content that helps them make informed decisions on investment, business strategies and lifestyle trends.

Interest

- Premier Banking
- Real Estate Investment
- Luxury Hotel & Resorts
- Local & International Travel
- Financial News
- Luxury Brands
- Premium Gadgets
- Subscription News & Entertainment
- Exclusive Luxury Car
- Premium Reward & Loyalty Programs

Browsing Behavior:

- Investment
- Property
- Smart Tech & Phone
- Financial News & Global News
- Travel & Leisure
- Luxury Goods
- Luxury & Niche Vehicle
- Wealth Management



M40

The M40 group represents Malaysia's ambitious and upwardly mobile middle-class professionals, earning between RM5,250 - RM11,819 per month. They aspire to enhance their lifestyle with better homes, cars, and travel experiences while managing financial responsibilities. As they progress in their careers, they seek smart ways to balance affordability with small luxuries, making careful spending decisions.

Attitude to Media:

They prefer media that provides insights into affordable luxury, career advancement, and smart spending. Digital platforms, e-commerce, and social media play a crucial role in influencing their purchasing decisions and lifestyle upgrades.

Interest

- Personal Financial Planning
- Online Shopping
- Smart Tech & Phone
- Coupons & Discounts
- Entertainment News
- Travel & Leisure
- Lifestyle News

Browsing Behavior:

- Best Deals & Discounts
- Local Entertainment Gossips
- Financial Planning & Budget Tips
- Side Gigs & Part-times
- Subscription Entertainment
- Local & International Travel
- Mid-range Hotels
- Lifestyle News
- Premium & Affordable Brands
- Luxury Gadgets
- Affordable Housing Scheme
- Free Reward & Loyalty Programs



B40

Although they earn less than RM5,249 per month, B40 audience are hardworking individuals who often balancing multiple jobs across various. Many come from rural areas, while some reside in larger urban cities. Although they prioritize financial stability and affordable living, they are tech-savvy and use mobile devices to stay connected to the local news and entertainment.

Attitude to Media:

Their media consumptions is driven by need for cost-effective, accessible, and practical content that helps them support their families, enhance their skills and stay informed.

Interest

- Affordable & Traditional Health
- Personal Financial Planning
- Online Shopping
- Smart Tech & Phone
- Coupons and Discounts
- Entertainment News
- Travel

Browsing Behavior:

- Best Deals & Discounts
- Affordable Brands
- Budget Travel
- Local Travel
- Cheap Hotel
- DIY & Home Improvements
- Budget Gadgets
- Affordable Housing Scheme
- Free Reward & Loyalty Programs
- Local Entertainment Gossips



03**LIFE STAGE**

Targets Malaysians across key life phases



GEN Z

Typically aged between 18-28 years old, this segment includes a diverse group ranging from students to young executives who are building their careers. As the first generation to grow up entirely in the digital age, their worldview is shaped by social media, instant connectivity, and on-demand content. They value authenticity, inclusivity, and are highly engaged with issues like sustainability.

Attitude to Media:

They favor short, visual and interactive content across social platforms, prioritizing authenticity over traditional ads and highly influenced by influencers, peers and rely on their recommendations when making purchase decisions.

Interest

- Personal Care
- Entrepreneurship
- Esports
- Online Shopping
- Smart Tech And Phone
- Fashion
- Music
- Festival & Concerts
- Café

Browsing Behavior:

- New K-drama
- Best Anime To Watch
- Upcoming Anime Fest
- Music Streaming Platforms
- Best Video Games
- Business Idea For Beginners
- On-demand Entertainment
- Tech & Gadget Reviews

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- On-demand
- Audio Streaming



MILLENNIALS

Aged Between 29-43, Millennials include young professionals and mid-career employees, with a mix of single individuals and those married with families. They balance career growth, financial stability, and personal life, shaping their media consumption around self-improvement, work-life balance, and family interests.

Attitude to Media:

Their media consumptions is driven by practicality and purpose-driven, they often use digital platforms for career growth, financial advice, and lifestyle trends while engaging with social media for networking and entertainment.

Interest

- Travel
- Food
- Fitness & Health
- Esports
- Fashion
- Streaming Services
- Business
- Lifestyle News
- Family Planning
- Personal Financial Planning

Browsing Behavior:

- Fitness & Health Tips
- Career Development
- Online & Shopping Deals
- Recipes & Dining Recommendations
- Investment For Beginners
- Startup News & Guides
- Best Video Games
- On-demand Entertainment
- Tech & Gadget Reviews

Media Consumption

- Online Articles
- Podcast
- Live Stream
- Long & Short Form Video
- On-demand
- Audio Streaming

GEN X

Aged 44-59, Gen X consists of experienced professionals, business owners, and senior employees, balancing careers, family life, and financial stability. Many are married with children, while others are empty nesters or single. They value practicality, independence, and financial security, shaping their media consumption around news, business insights, and family-oriented content

Attitude to Media:

Gen X usually prefers on-the-go media that fits their busy lifestyle. They prefer established media outlets and engage with long-form and well research content over short snippets. Their consumption is driven based on practicality and reliability.

Interest

- Online Shopping
- Smart Tech & Phone
- Online Entertainment
- Insurance
- Wellness & Health
- News
- Finance
- Parenting

Browsing Behavior:

- Travel Deals & Family Vacation Planning
- Effective Parenting For Teens
- Local & Global News
- Health & Wellness Tips
- Retirement Planning
- Savings & Unit Trust
- Product Reviews And Recommendations
- Homeownership

Media Consumption

- Radio
- TV
- Online articles
- Email newsletter
- Long & short form video





BOOMERS

Aged 60 and above, Baby Boomers are a mix of retirees, senior professionals, and business owners, often prioritizing health, financial security, and family life. Many are married with grown children, while others enjoy an independent lifestyle. They value stability, trust, and in-depth information, shaping their media consumption around news, finance, and health-related content.

Attitude to Media:

Due to their credibility and long-standing habits, Baby Boomers usually favor traditional media over new media, and they still prefer well-searched, fact-based content over viral trends.

Interest

- Wellness & Health
- News
- Personal Finance
- Online Shopping
- Gardening
- Organic
- House Decorations
- Grandparenting
- Nature & Adventure

Browsing Behavior:

- Healthcare & Wellness Tips
- Local & International News
- Nutrition Guides
- Retirement Activity
- Healthy Recipe Tutorials
- Home Improvement & DIY
- Retirement Savings
- Gardening Hacks
- Senior Citizen Discounts

Media Consumption

- Long & short form video
- Radio
- TV
- Online articles



YOUNG WORKING ADULT

Typically, aged 22 to 35, are navigating the demands of career growth, financial independence, and personal aspirations. With fast-paced lifestyles, they gravitate towards content that is convenient, engaging, and informative, aligning with their values and interests.

Attitude to Media:

This group actively seek informative yet entertaining content that fit their fast-paced lifestyles. Preferably bite-sized, visual content across social platforms and they highly value authenticity over traditional media and advertising.

Interest

- Personal Care
- Wellness & Health
- Online Shopping
- Personal Financial Planning
- Fashion
- Business
- Lifestyle News
- Entertainment News

Browsing Behavior:

- Career Growth & Online Courses
- Tech & Gadget Reviews
- Savings Plans & Personal Financing
- Investment For Beginners
- On-demand Entertainment
- Best Online Deals
- Lifestyle & Entertainment News
- Fitness & Self Care Tips

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- On-demand
- Audio Streaming



STUDENT

Navigating between academics, social life, and personal growth, our student audience, aged 18 to 25, are highly adaptable and tech-savvy individuals. Driven by aspirations for a successful future, they seek flexibility and convenience in all aspects of life.

Attitude to Media:

They prioritize content that is quick, relevant and informative as they rely heavily on digital resources for learning, entertainment and staying connected.

Interest

- Personal Care
- Entrepreneurship
- Recipes
- Education
- Fashion
- Music
- Lifestyle News
- Fitness & Health

Browsing Behavior:

- Students Deals And Promotions
- Internship Opportunities
- Side Hustle And Freelancing For Students
- Scholarships
- Tech & Gadget Reviews
- On-demand Entertainment
- Fitness & Self Care Tips

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- On-demand
- Audio Streaming



SOLOIST

Regardless of age or background, Soloists are ambitious, independent individuals who thrive on new experiences and personal growth. Whether they are climbing the corporate ladder, running a business, or freelancing, they value flexibility, financial stability, and the freedom to make decisions on their own terms

Attitude to Media:

They favor bite-sized, engaging and on-demand content that aligns with their independent lifestyle as they primarily consume through social platforms.

Interest

- Personal Care
- Entrepreneurship
- Wellness & Health
- Personal Financial Planning
- Lifestyle News
- Entertainment News
- Travel
- Events
- Café

Browsing Behavior:

- Tech & Gadget Reviews
- Savings Plans & Financing Tips
- Best Workout Routine
- Solo Trips & Budget Stays
- Local Events & Nightlife
- Recommended Dating App
- Trending Café To Visits
- Products And Brand Reviews
- Ways To Achieve Personal Growth

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- On-demand
- Online Articles



THE DYNAMIC DUO

Ambitious and financially stable, young executive couples aged 25-35 embrace a lifestyle of smart spending and meaningful experiences. They invest in quality whether it's property, technology, or wellness while balancing long-term financial goals.

Attitude to Media:

They often seek content tailored to their interest and often prefer on-the-go format such as podcast, audiobooks and informative visuals that allow them to multitask while commuting or working out.

Interest

- Personal Care
- Investment
- Property
- Wellness & Health
- Lifestyle News
- Luxury Goods
- Travel & Leisure
- Financial News
- Global News

Browsing Behavior:

- Fitness & Health Tips
- Subscription News & Entertainment
- Leadership Courses
- Financial Advice
- Emerging Job Trends
- Premium Reward & Loyalty Programs

Media Consumption

- Long & Short Form Video
- Podcast
- Live Stream
- Online Articles
- Forums
- On-demand
- Audio Streaming
- Email Newsletter



LITTLE STEPS ADVOCATES

First-time parents or those with children under the age of five are budget-conscious yet willing to invest in quality products for their little ones. They prioritize their child's happiness, health, and development, and are always on the lookout for trusted products that can make their parenting journey easier.

Attitude to Media:

Their media consumptions is driven by need for cost-effective, accessible, and practical content that helps them support their families, enhance their skills and stay informed.

Interest

- Parenting
- Baby & Toddlers
- Toys
- Cartoon & Animations
- Craft & Hobbies
- Entertainment News
- Personal Financial Planning
- Recipes
- Family Planning
- Tech & Gadgets

Browsing Behavior:

- Smart Parenting Guide & Tips
- Recommended Playschool & Kindergarten
- Baby Fair & Expo
- Recommended Parenting Blogs & Website
- Recommended Educational Toys For Baby & Toddlers
- Exclusive Baby Deals

Media Consumption

- Long & Short Form Video
- Podcast
- Live Stream
- Forums
- On-demand
- Audio Streaming
- Online Articles



YOUTH MOM

Typically, in their mid-20s to mid-30s, these women are either expecting their first child or caring for a newborn or toddler under three. They may be new moms navigating early parenthood, second-time mothers refining their parenting approach, or pregnant women preparing for birth.

Attitude to Media:

Their media consumption is emotionally driven focusing on reassurance, guidance, and community support. They value relatable stories, expert advice, and content that supports their physical, emotional, and financial well-being during this crucial life phase.

Interest

- Parenting
- Baby & Toddlers
- Toys
- Organic
- Online Shopping
- Personal Financial Planning
- Family & Baby Events
- Recipes
- Family Planning

Browsing Behavior:

- Pregnancy Tips & Prenatal Care Guides
- Recommended Educational Toys For Baby & Toddlers
- Baby Gear & Products
- Newborn & Toddler Milestones
- Childcare Centers, Baby Expos, Antenatal Classes
- Recipe For Baby & Toddlers

Media Consumption

- Long & short form video
- Podcast
- Live stream
- Forums
- Audio Streaming
- Online Articles



FAMILY DYNAMIC

Experienced parents have navigated the early parenting years and are now supporting older children or teenagers. They are often dual-income earners or seasoned homemakers with a strong focus on stability, education, and future planning.

Attitude to Media:

They seek practical, time efficient, and trustworthy content that supports smart decision-making, family management, and staying informed. Media consumption is focused on purpose whether it's solving a parenting challenge, preparing for milestones like college, or improving family lifestyle quality.

Interest

- Child education and enrichment
- Financial stability Health & fitness
- Online Shopping
- Personal financial planning
- Recipes
- Family planning

Browsing Behavior:

- Recommended School & Colleges
- Parenting Guides For Teens & Tweens
- Vacation Ideas & Family-friendly Activities
- Financial Planning, Savings & Insurance Tips
- Family Health & Wellness

Media Consumption

- Long & short form video
- Podcast
- Live stream
- Forums
- On-demand
- Audio streaming
- Online articles



MOMMY PROS

These mothers are seasoned nurturers who balance the needs of children across different life stages from toddlers to teenagers. Typically, in their mid-20s to mid-50s Many are working professionals, homemakers, or business owners who value routines, smart parenting strategies, and family-oriented solutions.

Attitude to Media:

Their media choices are intentional, focused on enhancing family life, keeping up with trends affecting their children, and managing household responsibilities. They prefer content that is insightful, trustworthy, and offers real-life solutions from academic tips to mental wellness.

Interest

- Child Education And Enrichment
- Family Wellness And Routines
- Health & Fitness
- Personal Financial Planning
- Recipes
- Family Planning
- Online Shopping

Browsing Behavior:

- Academic Support & Online Study Resources
- Family Budgeting & Financial Planning
- Time-Saving Household Hacks
- Recommended Parenting Blogs & Website
- Household and grocery deals
- Recommended Preschool, School & College

Media Consumption

- Long & short form video
- Podcast
- Live stream
- Forums
- On-demand
- Audio streaming
- Online articles

04

SPORTS

Connects with fans of local and international sports



EPL SUPER FANS

Malaysian EPL fans are a passionate and digitally engaged community, spanning various age groups and including both men and women. They actively follow EPL schedules, club news, player stats, and match highlights through online platforms, sports apps, and social media. Many are dedicated supporters of specific clubs, often showcasing their loyalty by investing in official merchandise, jerseys, and collectibles.

Attitude to Media:

They rely heavily on various media platforms, including online websites, sports apps, and social media, to stay updated with the latest EPL news, fixtures, player stats, and match highlights.

Interest

- Football
- EPL
- Health Fitness And Wellness
- Sports News
- Outdoor Sports
- Sporting Goods
- Sports Events

Browsing Behavior:

- EPL Fixtures & Match Schedule
- Club & Player News
- Fantasy Premier League Tips & Updates
- Premier League Table And Standings
- Match Highlights & Post Match Analysis
- Club Merchandise, Jersey And Collectibles
- EPL Viewing Events & Stream Platforms
- Local Fan Clubs

Media Consumption

- Highlights
- Live Stream
- Online Articles
- Long & Short Form Video
- Forums
- Podcast



MFL SUPER FANS

Malaysia MFL fans are a loyal and passionate group, primarily consisting of a male and Malay audience with a deep connection to local football. Spanning various age groups, they typically come from low- to mid-income backgrounds. They closely follow their favorite teams, league standings, and player performances through live broadcasts, stadium attendance, and social media.

Attitude to Media:

They rely heavily on various media platforms, including online websites, sports apps, and social media, to stay updated with the latest MFL news, fixtures, player stats, and match highlights

Interest

- Football
- MFL
- Health Fitness & Wellness
- Sports News
- Outdoor Sports
- Sporting Goods
- Sports Events
- Smart Tech And Phone

Browsing Behavior:

- Piala Malaysia
- Liga Super Malaysia
- Piala FA
- Football Club & Player News
- Match Highlights & Post Match
- Ticket Purchase And Stadium Information
- MFL Viewing Events & Stream Platforms

Media Consumption

- Highlights
- Live Stream
- Online Articles
- Long & Short Form Video
- Forums
- Podcast



GOLF FANS

They are affluent, professional men aged 25 and above who actively watch and play golf, primarily on weekends. With high disposable incomes, they drive luxury or high-performance vehicles and own premium homes. For them, golf is not just a sport it is their primary form of exercise and an essential part of their social network and business interactions. They are enthusiastic followers of major golf tournaments and are willing to invest in premium golf equipment, apparel, and experiences, reflecting their commitment to both the sport and the lifestyle surrounding it.

Attitude to Media:

Golf fans immerse themselves in live tournaments, expert analysis, and premium content, reflecting their passion for excellence and the aspirational golf lifestyle.

Interest

- Golf
- Investment
- Luxury Goods
- Resorts
- Health

Browsing Behavior:

- LPGA Tour & Tournaments
- Open Championship
- Live Score & Results
- Golf Clubs Reviews & Recommendations
- Best Golfing Destinations
- Pro Golfer Technique
- Pro Golfer Performance & News

Media Consumption

- Highlights
- Live Stream
- Online Articles
- Long & Short Form Video



BADMINTON FANS

Our badminton fans are a diverse group, representing all regions of the country and encompassing a wide range of occupations and ages (25-59). Comprising both men and women with low to mid-range incomes, they are passionate supporters of the national badminton team, following major tournaments closely.

Attitude to Media:

They are dedicated to following live tournaments, expert commentary, and content that celebrates the skill and precision of badminton. Their media habits reflect a profound love for the game and their strong community spirit

Interest

- Badminton
- Health
- Fitness
- Sports News
- Outdoor Sports
- Sporting Goods

Browsing Behavior:

- Asia Championship
- Australia Open
- China Open
- Malaysia Open
- BWF World Tour
- Malaysia Badminton Players
- Live Score & Results
- Live Tournament & Highlights

Media Consumption

- Highlights
- Live Stream
- Online Articles
- Long & Short Form Video
- Social Media

SEPAK TAKRAW FANS

Deeply rooted in the rich traditions of the sport, our Sepak Takraw fans are primarily multi-generational Malay men (ages 25 and above) who passionately follow major leagues while also celebrating local tournaments within their communities. Coming from low to mid disposable incomes, they view Sepak Takraw as a meaningful way to stay active and preserving the sport heritage.

Attitude to Media:

They immerse themselves in live tournaments, in-depth commentary and valuing content that highlights the sport's skill. Their media habits are driven by a deep passion for the game, a strong sense of community, and the desire to keep traditions alive.

Interest

- Sepak Takraw
- Health
- Fitness
- Sports News
- Outdoor Sports
- Sporting Goods

Browsing Behavior:

- Tun Ali Cup
- ISTAF World Cup
- Live Score & Results
- Tournament Highlights
- Technique & Skills Sepak Takraw
- Game Procedure & Positions
- Famous Sepak Takraw Player

Media Consumption

- Highlights
- Live Stream
- Online Articles
- Long & Short Form Video
- Social Media



E-SPORTS FANS

Malaysian esports fans are a young, tech-savvy community, primarily male with a growing female audience, typically aged 18 to 30. They actively follow local and international tournaments, engaging with live streams and online discussions while keeping up with the latest news and updates.

Attitude to Media:

They are highly digital-first, consuming content primarily through live streams, short-form videos, and interactive platforms. They prefer free, on-demand content and rarely engage with traditional media. Their preference leans towards fast, visually dynamic, and highly engaging content.

Interest

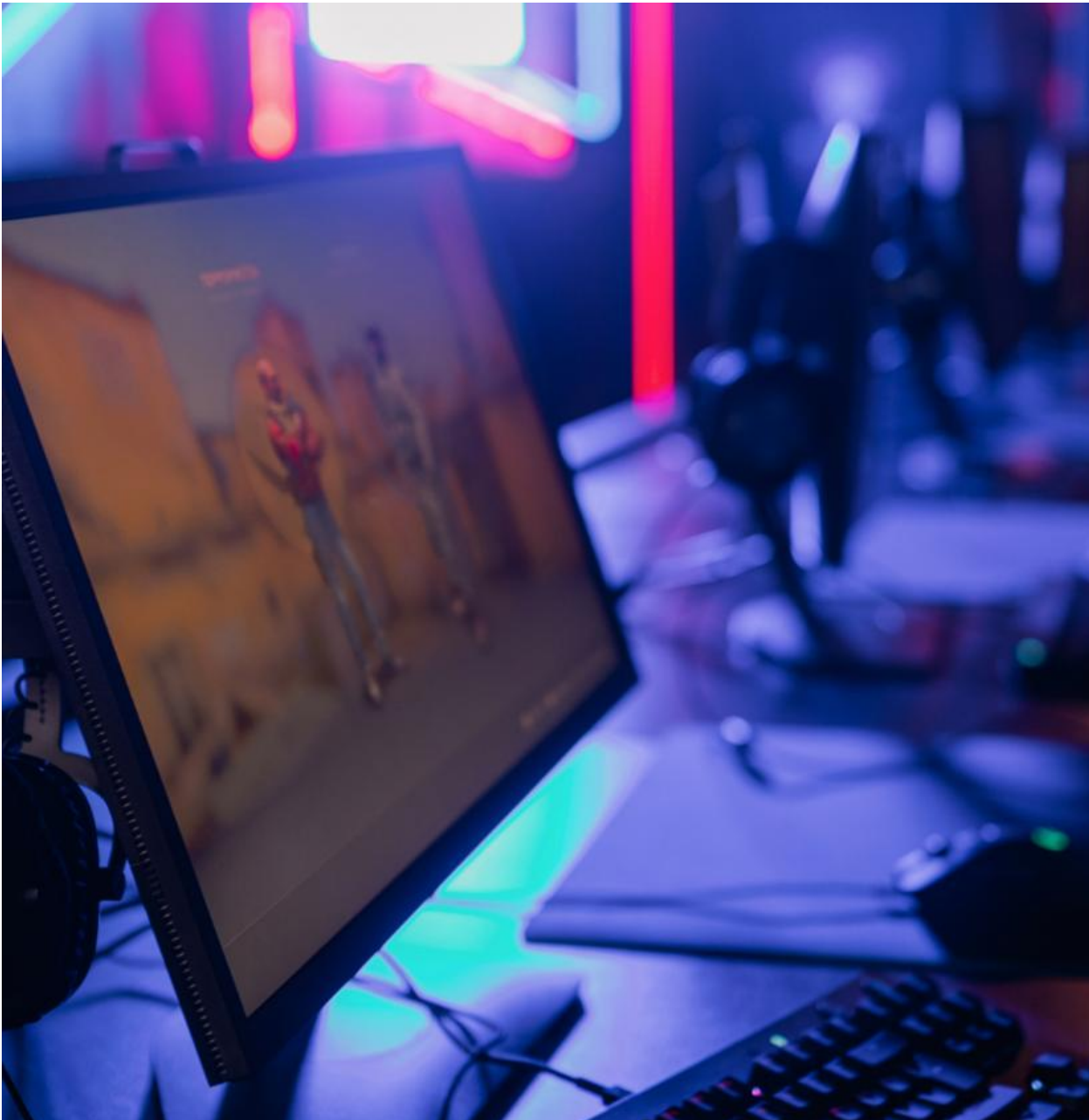
- Gaming
- Esports
- Esports News
- Lifestyle News
- Computers
- Smart Tech & Phone
- Gaming Events
- Education
- Communities

Browsing Behavior:

- Mobile Legends Professional League Malaysia
- Esports Tournaments & Championship
- Playoffs Schedules
- Pro-player News & Performance
- Live Score & Results
- Live Tournament & Highlights
- Viewing Events & Stream Platforms
- Pro Player Gaming Gear
- Recommended Esports Academy

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- Highlights
- Mobile Games



05

TRENDSETTER

Connecting with those who turn curiosity into culture—driven by interest and social cultures.



GADGET GURUS

Gadget enthusiasts, aged 18 to 59 with mid-to-high incomes, are passionate about technology, innovation, and smart devices, whether as early adopters, professionals, or hobbyists. They seek cutting-edge features, strong brand reputation, and long-term value when purchasing smartphones, smart home devices, wearables, and high-performance computing gear.

Attitude to Media:

They highly engaged with tech review websites, social media influencers, and online forums to stay informed about the latest trends. They actively seek expert opinions, unboxing videos, hands-on reviews, and community discussions before making a purchase.

Interest

- Online Shopping
- Smart Tech & Phone
- Luxury Goods
- Lifestyles News
- Hobby Events
- Vlogging

Browsing Behavior:

- Best Smart Home Devices
- Top Rated Smartphones
- Tech Gear News & Recommendations
- Smartphones Comparison Websites
- Latest Technology News
- Product Announcement & Release
- Tech Forum
- Recommended Fitness Tracker

Media Consumption

- Podcast
- Live Stream
- Social Media
- Forums
- Long & Short Form Video
- Online Articles

AUTOMOTIVE ENTHUSIASTS

Our automotive enthusiasts are individuals aged 25–59 across all income levels, united by their passion for cars, performance, and driving experiences. They appreciate vehicle design, engineering, and cutting-edge technology, whether in classic cars, luxury models, or high-performance vehicles.

Attitude to Media:

They engage with automotive blogs, car review channels, and social media pages dedicated to vehicles and motorsports. They trust expert reviews, enthusiast forums, and first-hand driving experiences, often seeking in-depth comparisons, performance tests, and behind-the-scenes content from auto shows and racing events.

Interest

- Luxury & Niche Car
- Ev & Hybrid
- Family-friendly Car
- Automotive Events
- Personal Finance
- Insurance
- Smart Gadgets & Accessories

Browsing Behavior:

- Malaysia Championship Series
- Best Auto Racetracks
- Motorsport Events
- Most Recommended Used Car Marketplace
- Top Luxury Car Brands & Performance
- Car Community & Clubs
- Top Race Academy In Malaysia
- Top Race Car Driver Of All Time
- Malaysia Top Car Influencers

Media Consumption

- Podcast
- Live Stream
- Social Media
- Forums
- Long & Short Form Video



ACTIVE LIFESTYLE SEEKERS

Our active lifestyle seekers are individuals aged 18 and above from all income levels, committed to health, fitness, and overall well-being. They embrace movement in many forms, whether through structured workouts, outdoor adventures, or recreational activities that keep them active and engaged.

Attitude to Media:

They follow fitness influencers, sports brands, and health-focused content across social media and digital platforms. Trusting expert reviews, athlete endorsements, and community recommendations, they engage with workout tips, product reviews, and event highlights that inspire and support their active lifestyle.

Interest

- Fitness & Wellness
- Spa
- Organic
- Body Building
- Supplements & Vitamins
- Outdoor Sports
- Yoga
- Gym
- Weight Training

Browsing Behavior:

- Top-rated Spa Treatments For Relaxation
- Best Online Stores For Health Supplements
- Online Shops For Healthy Meal Kits
- Best Online Stores For Organic Groceries
- Personalized Vitamin & Supplements
- Fitness Clubs And Community

Media Consumption

- Podcast
- Online Articles
- Social Media
- Long & Short Form Video
- Forum
- Audio Streaming





ADVENTURE ENTHUSIASTS

Outdoor adventurers, aged 18 to 59 with low to high incomes, are passionate about nature, exploration, and physical activities like hiking, camping, cycling, rock climbing, and water sports. Whether weekend warriors, seasoned explorers, or beginners, they prioritize durable, functional, and versatile gear that enhances their experiences.

Attitude to Media:

They typically engage with travel blogs, outdoor gear review sites, social media influencers, and adventure forums to discover new destinations, equipment recommendations, and expert tips..

Interest

- Nature & Adventure
- Outdoor Sports
- Lifestyles News
- Fitness
- Travel
- Camping
- Smartwatch

Browsing Behavior:

- Best Camping Spots
- Recommended Trails & Hikes
- Outdoor Activities For Beginners
- Essential Outdoor Survival Tips
- Best And Most Recommended Geo Park
- Kinabalu Hiking Packages And Schedule
- Top Waterfall To Visits
- Outdoor Expo
- Best Outdoor Activity To Do

Media Consumption

- Podcast
- Online Articles
- Social Media
- Long & Short Form Video
- Forum
- Audio Streaming



FOODIES

Foodies, aged 18 and above with diverse income levels, are passionate about discovering new flavors, culinary experiences, and food trends. Whether they are home cooks, street food lovers, or fine dining enthusiasts, they seek quality ingredients, unique dining experiences, and cultural authenticity in their meals.

Attitude to Media:

Foodies actively engage with food blogs, social media, review platforms, and video content to discover new dining spots, recipes, and culinary trends. They rely on expert recommendations, user reviews, and visually appealing content such as food photography, cooking tutorials, and restaurant vlogs.

Interest

- Fine Dining
- Dessert
- Snacks
- Food & Beverages
- Café
- Cooking

Browsing Behavior:

- Best Restaurant & Dining Experience
- Best Food Festival To Go
- Viral & Trending Food To Try
- Honest Restaurant Reviews
- Best Foodie Websites
- Easy Recipes To Try

Media Consumption

- Podcast
- Online Articles
- Social Media
- Long & Short Form Video
- Forum
- Audio Streaming



ECO ENTHUSIASTS

Eco enthusiasts are passionate about sustainability, environmental conservation, and making conscious lifestyle choices that reduce their ecological footprint. They prioritize eco-friendly products, ethical brands, and sustainable practices in areas like food, fashion, travel, and daily consumption.

Attitude to Media:

Eco enthusiasts engage with environmental documentaries and blogs, social media influencers, and ethical brand campaigns to stay informed and inspired. They rely on scientific research, expert opinions, and community-driven discussions to guide their choices, favoring brands and content that emphasize transparency, impact, and long-term sustainability.

Interest

- Gardening and outdoor
- Recycle
- Sustainable energy
- Agriculture

Browsing Behavior:

- Recycling
- Zero Waste Lifestyle Tips
- Eco Friendly Products To Buy
- Sustainable Fashion Brands
- Greenhouse Practices
- Renewable Energy News
- Environmental Non-profit Organizations In Malaysia

Media Consumption

- Podcast
- Online Articles
- Email Newsletter
- Long & Short Form Video
- Social Media
- Forums

LUXURY SEEKERS

Our luxury seekers are individuals aged 25 and above with mid to high incomes who desire exclusivity, sophistication, and premium experiences. They invest in high-end fashion, fine dining, luxury travel, and premium lifestyle products that reflect their status and refined tastes.

Attitude to Media:

They engage with high-end brand campaigns and digital platforms showcasing aspirational living. They follow influencers, celebrities, and industry experts for insights on the latest trends, valuing expert reviews, brand heritage, and exclusivity. Content that highlights craftsmanship, premium experiences, and status-driven appeal resonates strongly with them.

Interest

- High Fashion
- Luxury Goods
- Lifestyle News
- Personal Care
- Hotel & Resorts
- Travel
- Celebrities
- Entertainment News

Browsing Behavior:

- Top Recommended Luxury Beauty Brand
- Top Celebrities' Top Seasonal Collections
- Most Recommended Luxury Skin Care
- Best Massage & Spa Treatments
- Recommended Luxury Hotels & Resorts
- Best Fine Dining Experience
- Best Luxury Malls To Visits

Media Consumption

- Podcast
- Online Articles
- Email Newsletter
- Long & Short Form Video
- Social Media





FASHION ICONS

Our Fashion Icons are trendsetters aged 18 to 40 with a flair for bold, contemporary style. They express their identity through fashion-forward choices that blend modern aesthetics. These individuals value uniqueness, often seeking limited edition collections, local designer labels, and upcycled or sustainable apparel. For them, fashion is not just clothing—it's a lifestyle statement of individuality, creativity, and social awareness.

Attitude to Media:

They consume trend forecasts, runway highlights, and street style breakdowns. Editorials, curated lookbooks, and fashion vlogs deeply influence their buying behavior, with authenticity, creativity, and cultural edge being key.

Interest

- Streetwear & Designer Fashion
- Sneaker Culture
- Beauty & Grooming
- Sustainable Clothing
- Pop Culture & Music Trends
- Celebrities
- Entertainment News
- Lifestyle News
- Fitness

Browsing Behavior:

- Celebrity Fashion Style
- Best Vintage & Thrift Fashion Spots
- K-POP Idol Fashion
- Latest Beauty Products
- Men Grooming Essentials
- Fashion Trends

Media Consumption

- Podcast
- Online Articles
- Long & Short Form Video
- Social Media

06 BUSINESS & PROFESSIONAL

Connects with professionals at every level.



CORPORATE VISIONARIES

C-suite leaders and business executives are high-level decision-makers focused on driving business growth, innovation, and long-term strategy within their organizations. They seek insights on market trends, corporate financing, leadership strategies, and digital transformation to stay competitive in an evolving business landscape.

Attitude to Media:

They consume leadership podcasts, video interviews, and expert panel discussions to gain insights from industry leaders. With busy schedules, they prefer mobile-friendly content, smart tech integration, and on-demand access, ensuring they can stay informed through varied digital formats while on the move.

Interest

- Wellness & Self Care
- Sports
- Fashion
- Travel
- World News
- Business News
- Investment

Browsing Behavior:

- Corporate Finance & Investment Strategies
- Current Affairs And Industry News
- Market Trends & Stock Performance
- Subscription News & Entertainment
- Corporate Finance Trends In Emerging Markets
- Insightful Business Podcast
- Top Leaders' Forums

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- Online Articles
- Audio Streaming
- Journals



SME

They are goal-driven individuals who are either launching or scaling their small to medium-sized businesses. They actively seek financial support, government grants, business strategies, and legal guidance to navigate the complexities of running a business.

Attitude to Media:

They rely on digital content, expert insights, and peer discussions to navigate growth challenges. They prefer short-form videos, podcasts, and online forums for quick, actionable advice, while in-depth articles and case studies help with strategic decisions. They value practical tips, industry trends, and real success stories.

Interest

- Business
- Business Financing
- Content Marketing
- Education
- Marketing
- Smart Tech & Phone
- E-commerce
- Business News
- Lifestyle News

Media Consumption

- Short Form Clips
- Podcast
- Live Stream

Browsing Behavior:

- Essential Guide For SME Business
- Recommended Loan For SME Business
- SME Government Funding Grant
- Top Banks For SME Business
- Legal Requirements For Starting Small Business
- Understanding Small Business Taxes
- Essential Components Of A Business Plan
- Best Ecommerce Platform For SME Business
- Business Forums

- Forums
- Online Articles
- Audio Streaming



EMERGING AFFLUENTS

Emerging affluents, aged 25 and above, are ambitious, career-driven individuals who are steadily growing their wealth and elevating their lifestyle and primarily based in major urban and suburban areas. They are professionals, entrepreneurs, and high-potential earners who seek premium experiences, quality investments, and status-driven purchases while balancing financial growth with aspirational living.

Attitude to Media:

They trust expert opinions, brand heritage, and peer recommendations when making high-value purchases, favoring brands that offer exclusivity, prestige, and personalized experiences.

Interest

- Investment
- Property
- Financial News & Global News
- Travel
- Luxury Goods
- Wealth Management
- Sustainability

Browsing Behavior:

- Real Estate Investment
- Sustainable Luxury Fashion Brands To Watch
- Luxury Hotel & Resorts
- Loyalty Programs With VIP Perks
- Personalized Wealth Management
- Premier Banking

Media Consumption

- Podcast
- Online Articles
- Long & Short Form Video
- Social Media



START-UPS

Startup entrepreneurs, aged 18 and above with low to high incomes, are ambitious individuals driven by innovation, creativity, and financial independence. They come from diverse industries, including home baking, F&B, beauty, design, technology, and more, building businesses that reflect their passions and expertise.

Attitude to Media:

They rely heavily on business blogs, social media, e-commerce platforms, and online courses to stay informed, market their brands, and grow their customer base. They engage with industry experts, entrepreneur communities, and digital marketing strategies, using social platforms for visibility and networking.

Interest

- Business
- Personal & Business Financing
- Content Marketing
- Food And Beverages
- Education
- Marketing
- Sustainability
- Beauty

Browsing Behavior:

- Effective Business Models For Startups
- How To Create A Business Plan
- Digital Marketing Strategies For Startups
- Best Ecommerce Platform For Start-ups
- Startup News & Guides
- Business Idea For Beginners
- Grants For Small Businesses
- Content Marketing Strategies For Startups
- Recommended Live Streaming Platforms
- Influencer Marketing For Small Businesses

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- Online Articles
- Audio Streaming

07

ENTERTAINMENT

Engaging audiences through what they watch, play, and share



COMEDY LOVERS

Our Comedy movie enthusiasts seek laughter, entertainment, and lighthearted moments that help them unwind. They enjoy witty dialogues, hilarious situations, and characters that bring joy through humor. Whether it's classic slapstick, satire, stand-up specials, or modern feel-good comedies, they appreciate films that offer a fun escape from everyday life.

Attitude to Media:

They enjoy watching interviews with comedians, participating in meme culture, and sharing hilarious movie clips. They stay updated on upcoming comedy releases, and streaming recommendations to ensure they always have something to laugh about.

Interest

- Comedy Movie
- TV Comedy Show & Series
- Meme
- International Celebrities
- Entertainment News
- Comedy Event

Browsing Behavior:

- Upcoming Comedy Movie
- Upcoming New Movie Trailers
- Local Comedy Movie To Watch
- All Time Favorite Comedy Movie
- Best Comedy Actor
- Recommended Streaming Platform
- Movie Review & Rating
- Movie Forum

Media Consumption

- Long & Short Form Video
- Podcast
- Online Articles
- Forums
- On-demand



ROMANTIC COMEDY LOVERS

Romantic comedy fans enjoy feel-good stories filled with humor, love, and heartwarming moments. They are drawn to witty dialogue, charming characters, and uplifting narratives that explore romance in fun and relatable ways. Whether it's classic rom-coms, modern love stories, or quirky indie films, they appreciate the perfect mix of romance and comedy that brings laughter and emotional connection.

Attitude to Media:

They enjoy discussions on iconic rom-com moments, love tropes, and relationship advice inspired by movies. Staying updated on new releases, rom-com reboots, and exclusive sneak peeks is a priority, ensuring they never miss the next heart-fluttering and laughter-filled experience.

Interest

- Romantic Comedy
- Literature & Writing
- Travel
- International Celebrities
- Music
- Fashion

Browsing Behavior:

- Popular Romantic Comedy
- The Best Romantic Comedy Actor Of All Times
- Romance Comedy Movie
- Romantic Comedy Actor List
- Recommended Streaming Platform
- Best Rom-com Destination To Visits

Media Consumption

- Long & Short Form Video
- Podcast
- Online Articles
- Social Media
- Forums
- On-demand
- Audio Streaming



ANIMATION

Whether individuals or families, are captivated by visually stunning storytelling, heartfelt messages, and imaginative worlds. They enjoy a mix of humor, adventure, and emotional depth that appeals to all ages. Whether it's classic hand-drawn animations, modern CGI masterpieces, or stop-motion films, they appreciate the creativity, life lessons, and memorable characters that make animated films timeless.

Attitude to Media:

They enjoy discovering Easter eggs, analyzing animation styles, and exploring the storytelling techniques behind their favorite films. Families often seek recommendations for age-appropriate content and stay updated on new releases and streaming options.

Interest

- Animation
- Gaming
- Art & Illustration
- Music Soundtrack
- Home & Family
- Toys & Merchandise

Browsing Behavior:

- Local Animation Movie & Series
- Japan Animation Movie
- Kids Animated Movies For Family
- Upcoming New Movie Trailers
- Recommended Streaming Platform
- Movie Review & Rating
- Movie Forum

Media Consumption

- Podcast
- Online articles
- Long & Short Form Video
- Social Media



SCI-FI & FANTASY

Sci-fi movie lovers are fascinated by futuristic concepts, advanced technology, and thought-provoking narratives. They are drawn to themes of space exploration, artificial intelligence, time travel, and dystopian worlds.

Attitude to Media:

They often participate in fan theories, online discussions, and sci-fi forums to analyze plot details and hidden meanings. They stay updated on new releases, sci-fi book adaptations, and advancements in real-world science that align with their favorite movie themes. Streaming services, movie reviews, and early screenings play a crucial role in their viewing experience.

Interest

- Sci-Fi Movie
- Star Wars
- Fashion
- Play Figure And Collectibles
- Original Soundtrack
- Art & Illustration
- Orchestra
- International Celebrities

Browsing Behavior:

- Star Wars Saga
- Greatest Sci-fi Director
- Best Sci-fi Movie Original Soundtrack
- All Time Favorite Sci-fi Movie To Watch
- Best Sci-fi Actors Of All Time
- Upcoming Sci-fi Movie Posters
- Recommended Streaming Platform
- Movie Review And Rating

Media Consumption

- Long & short form video
- Podcast
- Online articles
- Forums
- On-demand
- Audio Streaming



HORROR

Let it be international or locally made, our horror fans thrive on fear, suspense, and psychological thrills. They often seek chilling narratives, unsettling atmospheres, and unexpected jump scares that keep them on the edge. The adrenaline rush and eerie storytelling that keep many enjoy the deeper meaning behind the storyline.

Attitude to Media:

They are deeply immersed in the genre, constantly seeking new ways to experience fear and suspense. They actively follow horror-focused media across various platforms, staying updated on upcoming releases, director insights, and behind-the-scenes content. Many engage in discussions about symbolism, hidden meanings, and the psychology of fear in horror films.

Interest

- Horror Movie
- True Crime & Paranormal
- Urban Legend
- Interactive Haunted House
- Lifestyle News
- Entertainment New
- International Celebrities
- Local Celebrities

Browsing Behavior:

- Local & International Horror Movie To Watch
- Greatest Local & International Horror Director
- Upcoming New Movie Trailers
- All Time Favorite Horror Movie To Watch
- Best Horror Actors Of All Time
- Behind The Scene Sneak Peak
- Jump Scare Rating

Media Consumption

- Long & Short Form Video
- Podcast
- Online Articles
- Forums
- On-demand
- Social Media



ACTION & ADVENTURE

Action and adventure movie enthusiasts crave thrilling, high-energy experiences, drawn to intense action sequences, epic storylines, and larger-than-life heroes. They enjoy blockbusters, franchises, and adrenaline-fueled narratives, often seeking immersive cinematic experiences in theaters or on high-quality streaming platforms.

Attitude to Media:

They are highly engaged with digital and social media, following movie trailers, behind-the-scenes content, and exclusive interviews on social platforms and streaming services. They rely on reviews, movie reviewer, and early screenings to stay ahead of new releases.

Interest

- Action & Adventure
- Combat Sports
- Gaming
- International Celebrities
- Local Celebrities
- Play Figure And Collectibles

Browsing Behavior:

- Upcoming Action Movie Trailers
- All Time Favorite Action Movie To Watch
- Best Action Actors Of All Time
- Greatest Action Movie Director
- Recommended Streaming Platform
- Movie Review & Rating
- Movie Forum

Media Consumption

- Long & Short Form Video
- Podcast
- Online Articles
- Forums
- On-demand
- Social Media

MUSIC & CONCERT GOERS

Music and concert goers, aged 18 to 45 with mid-to-high incomes, seek immersive live experiences through festivals, concerts, and exclusive events. They prioritize authenticity, social engagement, and high-quality entertainment, enjoying VIP access, music discovery, and curated streaming experiences.

Attitude to Media:

They stay connected through social media, streaming platforms, and music blogs, seeking real-time updates, exclusive content, and interactive experiences like live streams and virtual concerts. They value personalized recommendations, early ticket access, and VIP perks, while social sharing is essential for documenting and reliving music moments.

Interest

- International Artist
- Malaysia Artist
- Festival & Concerts
- Fashion
- Music
- K-pop
- Malay Pop
- R&B
- Pop

Browsing Behavior:

- Upcoming Music Festival In Malaysia
- Top Local Artist Concerts
- Upcoming Gigs In Malaysia
- Latest K-pop News
- Show Tickets And Tour Date
- Concerts Highlight
- Upcoming Local And International Artist Showcase

Media Consumption

- Short Form Clips
- Podcast
- Live Stream
- Forums
- On-demand
- Audio Streaming



08

SHOPPING INTENT

Identifies online and offline shoppers, from casual Shopee browsers to high-intent buyers



ONLINE SHOPPERS

Our Fashion Icons are trendsetters aged 18 to 40 with a flair for bold, contemporary style. They express their identity through fashion-forward choices that blend modern aesthetics. These individuals value uniqueness, often seeking limited edition collections, local designer labels, and upcycled or sustainable apparel. For them, fashion is not just clothing it's a lifestyle statement of individuality, creativity, and social awareness.

Attitude to Media:

Online shoppers engage with reviews, influencer recommendations, and personalized ads, valuing interactive content like live shopping and unboxing videos. Their media habits are driven by convenience, trust, and the excitement of discovering deals and trends.

Interest

- Online Shopping
- Fashion
- Digital & Electronics
- Sporting Goods
- Kids And Toddlers
- Coupons & Discounts
- Personal Care

Browsing Behavior:

- Trending Fashion Items
- Electronics & Gadgets
- Home Decor & Furniture
- Beauty & Skincare Products
- Fitness & Wellness Gear
- Sustainable & Eco-friendly Products
- Kids' Toys & Educational Materials
- Kitchen Appliances & Tools

Media Consumption

- Live Stream Participants
- Short & Long Form Clips
- Online Articles
- Social Media
- Ads Image

AUTOMOTIVE INTENT

Car buyers are individuals from various backgrounds, including young professionals, families, and high-net-worth individuals, looking for a vehicle that suits their lifestyle, whether for daily commuting, family convenience, status, or performance. They prioritize affordability, reliability, and fuel efficiency while also considering safety features, resale value, and maintenance costs.

Attitude to Media:

They place a high value on online research, expert reviews, and peer recommendations before making a purchase, actively using automotive websites, social media, and online forums to gather insights and compare options.

Interest

- Luxury & Niche Car
- EV & Hybrid
- Family-friendly Car
- Personal Finance
- Insurance
- Smart Gadgets & Accessories

Browsing Behavior:

- Tips & Guide Purchasing A Car
- Best & Recommended Electric Car
- Essential Car Accessories
- Recommended Auto Detailing Shop
- Best Car Loan With Competitive Rates
- Most Recommended Used Car Marketplace
- Affordable Car To Buy
- Top Luxury Car Brands & Performance
- Car Deals & Promotion

Media Consumption

- Short & Long Form Clips
- Online Articles
- Forum
- Ads Image





HOME BUYERS

Our home buyers are a diverse group of individuals, ranging from young professionals to high-net-worth individuals, typically aged between 25 and 55, who may be single or married with children. These discerning buyers are seeking to purchase their first home, a second property, or an investment opportunity. They prioritize affordability and location convenience while looking for a family-friendly property with good amenities.

Attitude to Media:

Online shoppers engage with reviews, influencer recommendations, and personalized ads, valuing interactive content like live shopping and unboxing videos. Their media habits are driven by convenience, trust, and the excitement of discovering deals and trends.

Interest

- Property
- Furniture & Home Deco
- Renovation & Constructions
- Home Appliance
- Smart Home Gadgets
- Personal Financing
- Investment

Browsing Behavior:

- Complete Guide For Homebuyers
- First-home Government Programs & Incentives
- New Property Launch & Development
- Top Home Developers
- Type Of Home Ownership
- DIY Décor Ideas
- Home Loans & Insurance
- Interior Design Ideas

Media Consumption

- Short & Long Form Clips
- Online Articles
- Forum
- Social Media
- Ads Image

LUXURY BUYERS

Our luxury buyers are mid to high-income individuals, mainly women with a smaller male audience, who seek exclusivity, quality, and sophistication in their purchases. They prioritize premium brands, personalized experiences, and long-term value, whether in fashion, beauty, homes, or tech. Highly brand-conscious, they prefer reputable names, VIP services, and limited-edition releases.

Attitude to Media:

Luxury buyers engage with digital and social media, following influencers, luxury magazines, and exclusive forums. They trust expert reviews, brand collaborations, and word-of-mouth, valuing content that highlights craftsmanship, heritage, and exclusivity.

Interest

- High Fashion
- Luxury Goods
- Lifestyle News
- Personal Care
- Hotel & Resorts
- Travel
- Celebrities
- Entertainment News

Browsing Behavior:

- Best Luxury Gadgets To Buy
- Exclusive Designer Bags To Owned
- Best Luxury Skin Care & Cosmetic Brands To Buy
- Top Luxury Watch Brands To Owned
- Recommended Premium Outlet
- Best Luxury Hotels & Resorts To Stay
- International & High-end Jewelry Fairs
- Best Luxury Malls To Shop
- Sustainable Luxury Fashion Brands

Media Consumption

- Podcast
- Online Articles
- Email Newsletter
- Long & Short Form Video
- Social Media
- Ads Image



TECH & GADGET ENTHUSIASTS

Our tech and gadget enthusiasts are individuals aged 18 and above from all income levels, driven by a passion for the latest innovations. They actively seek cutting-edge devices, from smartphones and smart home gadgets to gaming gear and high-performance tech. Performance, features, and brand reputation influence their purchasing decisions, with many valuing early access to new releases and limited-edition products.

Attitude to Media:

Tech enthusiasts rely on digital platforms, tech blogs, and social media to explore new gadgets. They follow influencers, expert reviews, and online forums, trusting hands-on demonstrations and real-user feedback before making a purchase

Interest

- Online Shopping
- Smart Tech & Phone
- Luxury Goods
- Lifestyles News
- Hobby Events
- Vlogging

Browsing Behavior:

- Best & Top Recommended Smart Phones To Own
- Top Smart Home Device To Buy
- Best Noise Cancelling Headphones
- Reputable Online Platforms For Tech & Gadgets
- Tech Expo And Fair

Media Consumption

- Podcast
- Online articles
- Email newsletter
- Long & Short Form Video
- Social Media



HEALTH & WELLNESS SHOPPERS

Our health and wellness shoppers are individuals aged 18 and above from all income levels, focused on maintaining a balanced and healthy lifestyle. They seek products that promote well-being, from organic foods and supplements to fitness gear and self-care essentials.

Attitude to Media:

They actively engage with health blogs, fitness influencers, and wellness communities on social media. They trust expert reviews, scientific research, and peer recommendations, often seeking guidance from nutritionists, trainers, and healthcare professionals. Content on holistic wellness, product benefits, and sustainable living resonates strongly with them

Interest

- Online Shopping
- Fitness & Wellness
- Spa
- Organic
- Supplements & Vitamins
- Outdoor Sports
- Yoga
- Gym

Browsing Behavior:

- Top-rated Spa Treatments For Relaxation
- Best Online Stores For Health Supplements
- Top Sites For Fitness Apparel & Equipment
- Online Shops For Healthy Meal Kits
- Online Shops For Gluten-free Snacks
- Best Online Stores For Organic Groceries
- Personalized Vitamin And Supplements

Media Consumption

- Podcast
- Online Articles
- Email Newsletter
- Long & Short Form Video
- Social Media
- Forum



TRAVEL & EXPERIENCE SEEKERS

Our travel and experience seekers are individuals aged 25 and above with mid to high incomes, driven by a passion for exploration and memorable experiences. They seek cultural adventures, unique destinations, and curated travel experiences that offer comfort, authenticity, and exclusivity.

Attitude to Media:

They actively follow travel influencers, luxury travel blogs, and destination guides for inspiration. They trust expert reviews, user-generated content, and social media recommendations, engaging with platforms that showcase immersive experiences, travel tips, and exclusive deals.

Interest

- Hotel & Resorts
- Coupons & Discounts
- Lifestyle News
- Travel
- Airlines

Browsing Behavior:

- International & Local Travel
- Luxury Hotel & Resorts
- Loyalty Programs With VIP Perks
- Cheap & Budget Hotel.
- Travel Blogs & Recommendations
- Online Travel & Booking Deals
- Travel Fair & Events
- Recommended Travel Agency

Media Consumption

- Online Articles
- Podcast
- Live Stream
- Long & Short Form Video
- Forum
- Social Media

THANK
YOU

The word 'THANK' is in a bold, sans-serif font. The letters 'T', 'H', and 'K' are solid black. The letters 'A' and 'N' are filled with a dark, high-contrast photograph of a large audience seated in a theater, looking towards the stage. The word 'YOU' is also in a bold, sans-serif font. The letters 'Y' and 'U' are filled with a similar photograph of a large audience. The letter 'O' is a solid white circle.

Let's get in touch soon.