

YOUNG ADULT BORN IN 1995-2000, FOCUS INSIGHTS-1 SOCIAL 24 HOURS

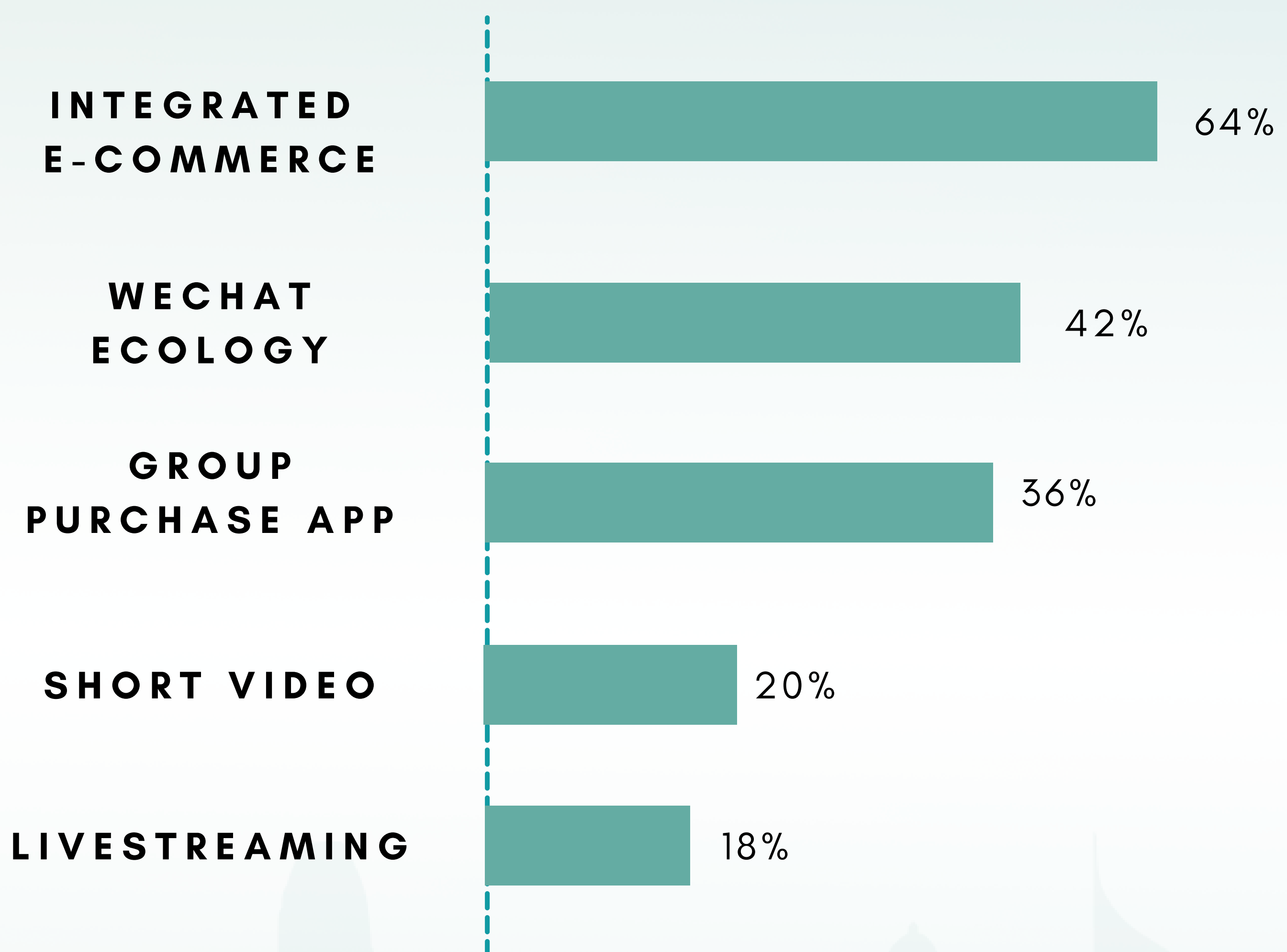
6 AM	-----
SOCIAL MEDIA	42% Start the day with WeChat
	53% Watch videos
	38% Play games
8 AM	-----
12 PM	-----
SOCIAL MEDIA	20% Watch videos
2 AM	-----
6 PM	-----
	31% Watch videos (21% watch long videos)
8 PM	-----
SOCIAL MEDIA	33% Play games
	26% Watch long videos
10 PM	-----
	8pm-2am available time for YA to enjoy personal leisure
2 AM	-----

www.brandcatalyser.com

brand catalyser.

YOUNG ADULT BORN IN 1995-2000, FOCUS INSIGHTS-2

ONLINE SHOPPING TOUCH POINT

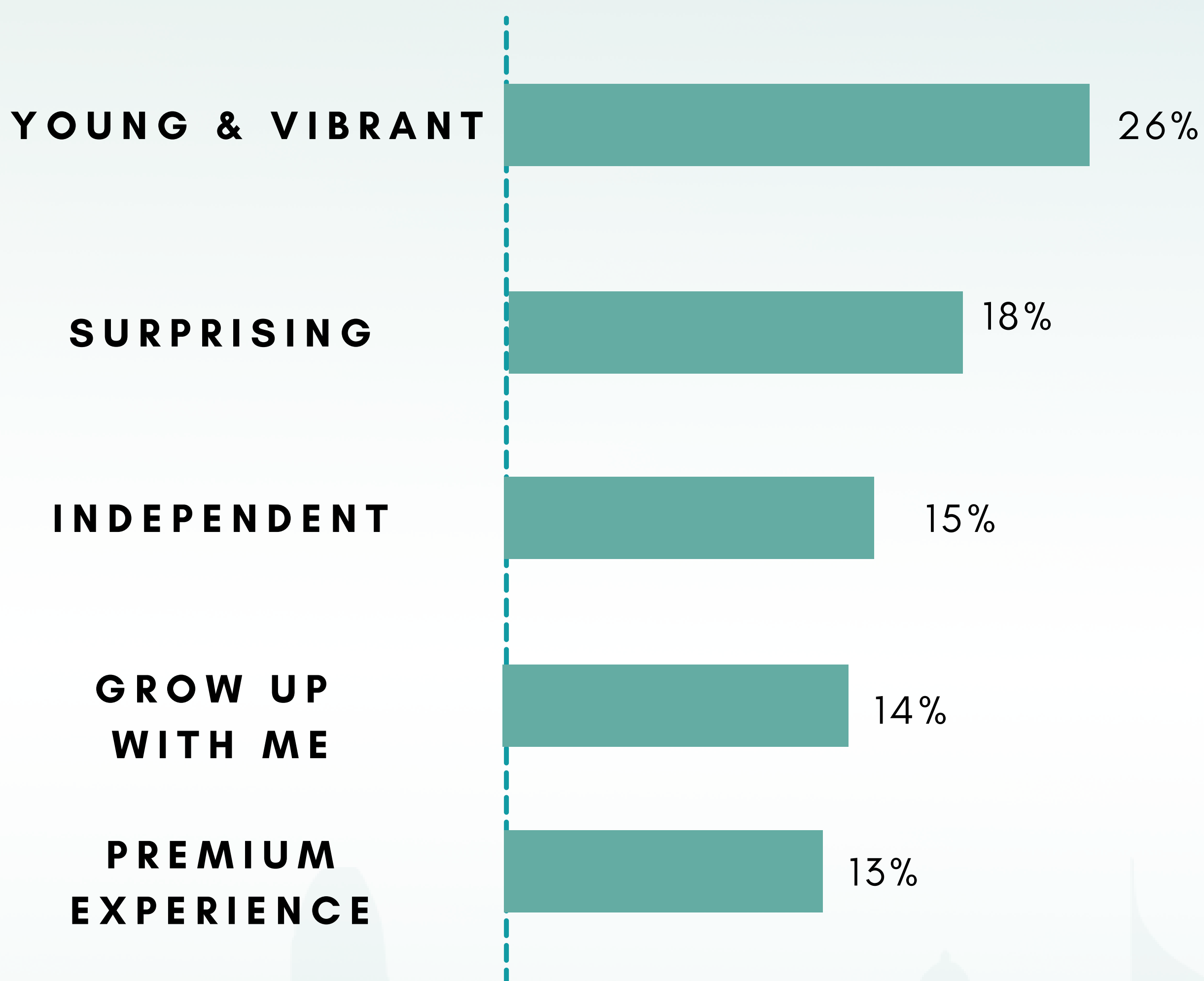


www.brandcatalyser.com

brand catalyser.

YOUNG ADULT BORN IN 1995-2000, FOCUS INSIGHTS-3

TOP 5 PREFERRED BRAND COMMUNICATION WAYS

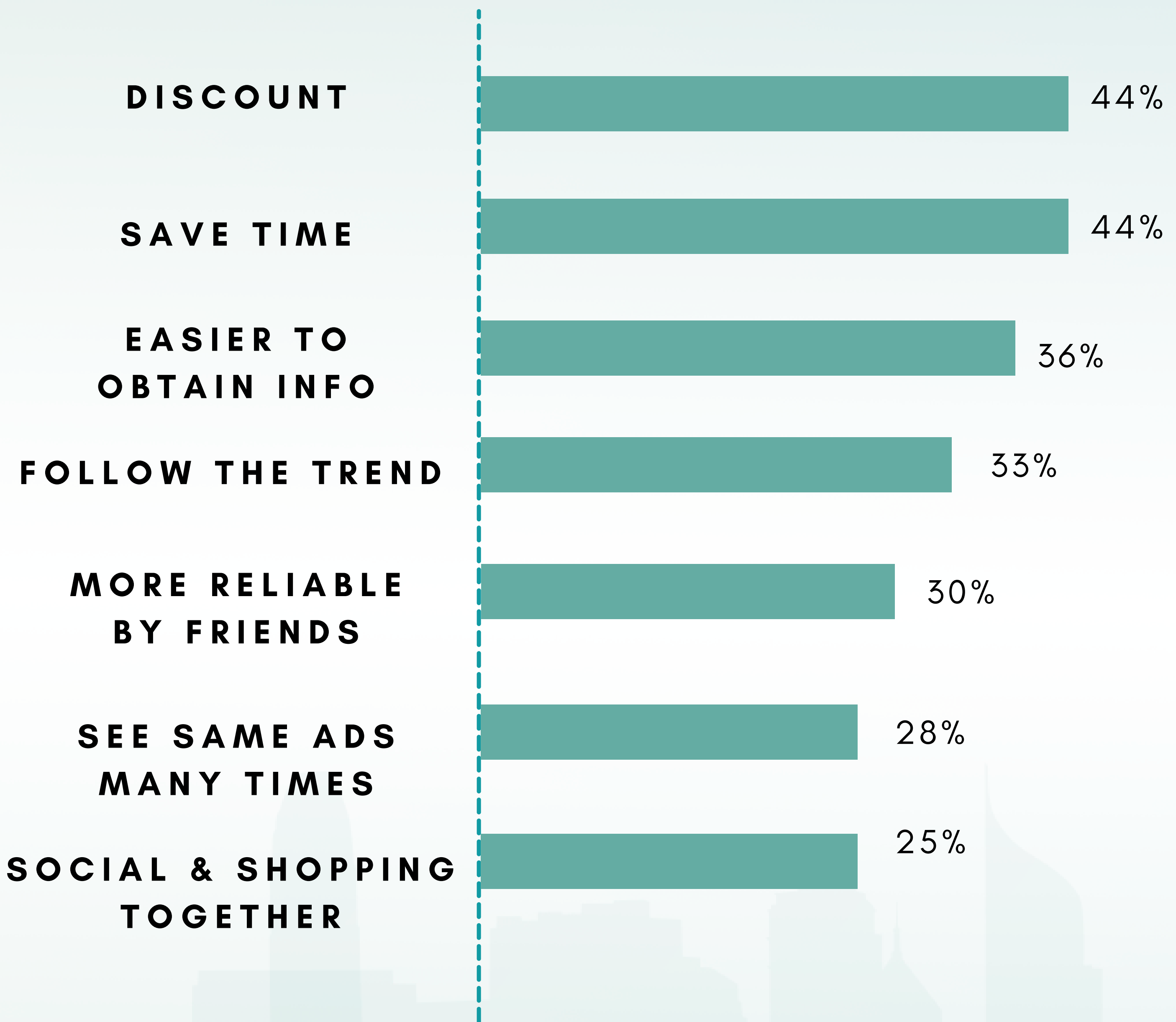


www.brandcatalyser.com

brand catalyser.

YOUNG ADULT BORN IN 1995-2000, FOCUS INSIGHTS-4

REASONS TO PURCHASE FROM PRIVATE CHANNELS



www.brandcatalyser.com

brand catalyser.