



The Brand That Reaches Malaysians Like No Other







CHINESE BRAND (PEN MY) CONSUMERS




3.4 MIL
WEEKLY REACH







 2.8 MIL CONSUMERS WEEKLY	 1.0 MIL CONSUMERS WEEKLY	 199 K CONSUMERS WEEKLY
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WEEKDAY TIMEBELT

	MY	MELODY	goxuan
0600 – 1000	1.8 MIL	512 K	94 K
1000 – 1300	1.2 MIL	410 K	106 K
1300 – 1600	1.0 MIL	371 K	77 K
1600 – 2000	1.6 MIL	540 K	108 K
2000 – 2400	656 K	211 K	46 K

ITEMS PURCHASED PAST 1 MONTH	MY	MELODY	goxuan
 Clothing & Footwear	825 K	458 K	131 K
 Savory Snacks (potato chips, corn snacks, etc)	1.5 MIL	600 K	148 K
 Holiday / Leisure Package	347 K	161 K	62 K
 Ice Cream	1.5 MIL	576 K	129 K

WEEKLY CONSUMPTION	MY	MELODY	goxuan
 Carbonated Drinks	1.3 MIL	595 K	138 K
 Coffee / Tea	2.4 MIL	881 K	177 K
 Milk - based Drinks	1.1 MIL	554 K	150 K

INTENTION TO PURCHASE IN THE NEXT 12 MONTHS	MY	MELODY	goxuan
 Motor Vehicle	340 K	198 K	34 K
 Mobile Phone Accessories	430 K	285 K	106 K
 Tablet Computer	264 K	173 K	50 K
 White Goods (fridge, dryer, microwave, etc)	329 K	182 K	42 K
 Will Replace Existing Mobile Phone	507 K	166 K	33 K
 Education (private school, college, university, etc)	269 K	136 K	47 K





ENGLISH BRAND (PEN MY) CONSUMERS




3.6 MIL
WEEKLY REACH







 2.6 MIL CONSUMERS WEEKLY	 1.2 MIL CONSUMERS WEEKLY	 771 K CONSUMERS WEEKLY
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WEEKDAY TIMEBELT

	<i>hitz</i>	<i>mix</i>	<i>Lite</i>
0600 – 1000	1.2 MIL	542 K	368 K
1000 – 1300	963 K	381 K	260 K
1300 – 1600	977 K	314 K	223 K
1600 – 2000	1.3 MIL	489 K	374 K
2000 – 2400	725 K	238 K	165 K

ITEMS PURCHASED PAST 1 MONTH	<i>hitz</i>	<i>mix</i>	<i>Lite</i>
 Clothing & Footwear	1.2 MIL	571 K	464 K
 Savory Snacks (potato chips, corn snacks, etc)	1.9 MIL	874 K	611 K
 Holiday / Leisure Package	502 K	230 K	174 K
 Ice Cream	1.8 MIL	825 K	554 K

WEEKLY CONSUMPTION	<i>hitz</i>	<i>mix</i>	<i>Lite</i>
 Carbonated Drinks	1.7 MIL	717 K	471 K
 Coffee / Tea	2.3 MIL	1.1 MIL	719 K
 Milk - based Drinks	1.6 MIL	784 K	538 K

INTENTION TO PURCHASE IN THE NEXT 12 MONTHS	<i>hitz</i>	<i>mix</i>	<i>Lite</i>
 Motor Vehicle	578 K	284 K	183 K
 Mobile Phone Accessories	925 K	477 K	325 K
 Tablet Computer	504 K	233 K	156 K
 White Goods (fridge, dryer, microwave, etc)	596 K	288 K	196 K
 Will Replace Existing Mobile Phone	697 K	389 K	227 K
 Education (private school, college, university, etc)	506 K	242 K	144 K

MALAY BRAND (PEN MY) CONSUMERS

10.0 MIL
WEEKLY REACH

ERA™

5.8 MIL

CONSUMERS WEEKLY

sinar™

5.2 MIL

CONSUMERS WEEKLY

Gegar™

2.6 MIL

CONSUMERS WEEKLY

ZAYAA™

340 K

CONSUMERS WEEKLY

WEEKDAY TIMEBELT

ERA™

sinar™

Gegar™

ZAYAA™

0600 – 1000

3.1 MIL

2.6 MIL

1.2 MIL

153 K

1000 – 1300

2.3 MIL

2.1 MIL

1.4 MIL

134 K

1300 – 1600

2.1 MIL

1.9 MIL

1.3 MIL

126 K

1600 – 2000

2.7 MIL

2.5 MIL

1.4 MIL

185 K

2000 – 2400

1.6 MIL

1.4 MIL

702 K

93 K

ITEMS PURCHASED

PAST 1 MONTH



Clothing & Footwear

2.0 MIL

1.7 MIL

1.0 MIL

160 K

Savory Snacks (potato chips, corn snacks, etc)

3.8 MIL

3.2 MIL

1.9 MIL

264 K

Holiday / Leisure Package

513 K

476 K

93 K

74 K

Ice Cream

3.6 MIL

3.1 MIL

1.5 MIL

249 K

WEEKLY CONSUMPTION



Carbonated Drinks

3.1 MIL

2.8 MIL

1.4 MIL

170 K

Coffee / Tea

5.3 MIL

4.7 MIL

2.3 MIL

306 K

Milk - based Drinks

3.0 MIL

2.6 MIL

1.6 MIL

224 K

INTENTION TO PURCHASE

IN THE NEXT 12 MONTHS



Motor Vehicle

1.0 MIL

874 K

519 K

72 K

Mobile Phone Accessories

1.4 MIL

1.2 MIL

506 K

95 K

Tablet Computer

653 K

551 K

192 K

53 K

White Goods (fridge, dryer, microwave, etc)

877 K

724 K

382 K

85 K

Will Replace Existing Mobile Phone

1.3 MIL

1.0 MIL

463 K

81 K

Education (private school, college, university, etc)

680 K

528 K

210 K

70 K

TAMIL BRAND (PEN MY) CONSUMERS

1.8 MIL
WEEKLY REACH



1.8 MIL

CONSUMERS WEEKLY

WEEKDAY TIMEBELT

0600 – 1000	1.1 MIL
1000 – 1300	959 K
1300 – 1600	785 K
1600 – 2000	1.2 MIL
2000 – 2400	658 K

ITEMS PURCHASED PAST 1 MONTH



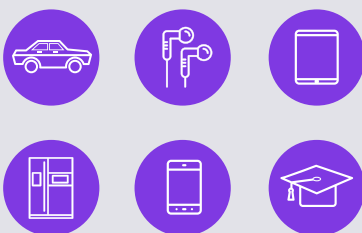
Clothing & Footwear	407 K
Savory Snacks (potato chips, corn snacks, etc)	890 K
Holiday / Leisure Package	121 K
Ice Cream	958 K
Toiletries	888 K
Confectionary (Chocolates, biscuits, etc)	1.2 MIL
Beauty Products	435 K
Instant Soup/ Noodles	1.1 MIL

WEEKLY CONSUMPTION



Carbonated Drinks	892 K
Coffee / Tea	1.6 MIL
Milk - based Drinks	777 K
Non-Carbonated Drinks/ Juice	669 K
Energy/ Isotonic Drinks	706 K
Health Food Drink (milo, vico, etc)	1.3 MIL

INTENTION TO PURCHASE IN THE NEXT 12 MONTHS



Motor Vehicle	178 K
Mobile Phone Accessories	301 K
Tablet Computer	132 K
White Goods (fridge, dryer, microwave, etc)	123 K
Will Replace Existing Mobile Phone	136 K
Education (private school, college, university, etc)	82 K
Consider To Change Mobile Phone Carrier	80 K
Purchase General Furniture (lounge, bed, etc)	189 K
Purchase Air Conditioning/ Heater	108 K
Purchase Financial Loan (Home, Vehicle, Education Loan, ect)	124 K