



# #beingHyperlocal

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When you target a very specific **area or community**, with products and services centering around their needs, you are deploying a **#hyperlocal** approach



## On Demand Transportation



## On Demand travel & hotel




#hyperlocal brands

## On Demand Delivery



With deep war chests and strong funding from VCs, the top tech players are fighting their local battles with #hyperlocal features

	Maps/ Transport	Payments	O2O/ eCom	Messaging	Social	Entertainment
Tencent					  	  
Alibaba		    				
Meituan			 			
Amazon			 			  
Facebook				 	  	
Google	 					
Ola / Uber						

# Extensive Vegetarian selection on menu



KFC & McDonald's India Market entry strategy



To be or  
not to  
be?





Customers: Are you listening to  
their needs?



Who

# Who

Understanding the user/customer, their needs, context, possibilities (and limitations) of their environment, what do they need to fulfil their desires & succeed

Why

# Why

An outcome based approach

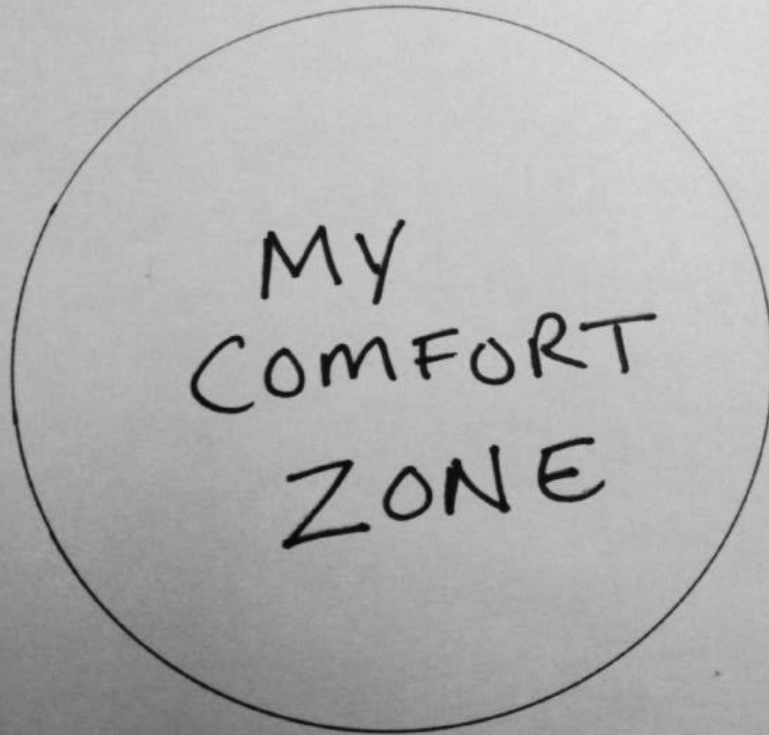
# As opposed to...

Our competitor just launched X;  
how can we respond quickly  
with something similar?

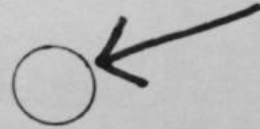
We have an idea  
for this really cool  
stuff, how can we roll  
it out as soon as  
possible?

We have this problem,  
let's quickly brainstorm on  
some solutions.

We have this technology or  
capability, what can we use it  
for?



THE MAGIC  
HAPPENS



Necessity ... Choice ... or Luxury



Parade-goers capturing the moment as the crowd sings Home at the finale of the parade, the first held in Kallang in a decade. Some 150 special-needs participants led the 55,000 spectators in hand-signing along to the songs. ST PHOTO: LIM YAOHUI

Singapore is diverse



Multiracial

Multilingual

Multicultural

Inclusive and Welcoming

Parade-goers capturing the moment as the crowd sings Home at the finale of the parade, the first held in Kallang in a decade. Some 150 special-needs participants led the 55,000 spectators in hand-signing along to the songs. ST PHOTO: LIM YAOLUI

Multiple communities & cultures  
4 official languages... and many dialects  
(English, Malay, Tamil, Chinese)





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dings







Parade-goers capturing the moment as the crowd sings Home at the finale of the parade, the first held in Kallang in a decade. Some 150 special-needs participants led the 55,000 spectators in hand-signing along to the songs. ST PHOTO: LIM YAOHUI



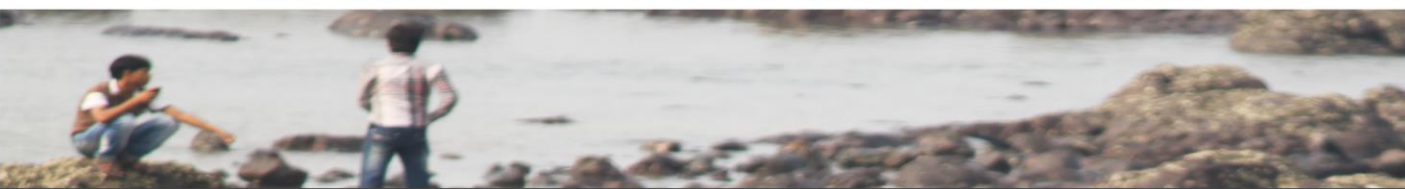
We are hyperlocal.



Parade-goers capturing the moment as the crowd sings Home at the finale of the parade, the first held in Kallang in a decade. Some 150 special-needs participants led the 55,000 spectators in hand-signing along to the songs. ST PHOTO: LIM YAOHUI

Infact, we're in a two sided network of hyper- locality  
Our consumers/subscribers and the brands that advertise with us





Know your target market extremely well



# Know your Customer - Personas





# Segment users for targeted content & ad exposure



Safe and  
Worry Free



Keep Me Young



From A to B



Young Ambivalents



Savvy Enthusiasts



Livin' and  
Lovin' Cars

Build a  
strategy  
based on  
that



# Our promise



Dedicated  
renowned  
Journalists &  
Content  
producers



Credible  
Content



Trusty  
Brand  
Stage



Authoritative  
Leader  
in News



Dynamic  
Flexibility

**SMART.  
CREDIBLE.  
REPUTABLE.**

**ASSURANCE.  
TRUST.  
RESULTS.**

Build products & create content  
**Not** because we can

Look #Outside-In



தமிழ் மூலம்

# Firewalking in Chennai during Deepavali



# Showcasing Singapore hawker culture through local food



# 6 Letters: Reflecting on Chinese identity among millennials in Singapore





Our approach  
at SPH

LOVE



**REF**

**L**IGHT  
THE SPARK

**O**CCUPY  
THE MIND

spn

ALWAYS **V**  
ISIBLE

**E**LEVATE  
RESULTS





Have you?

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