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# How McCann Worldgroup APAC uses Pulsar to create market-leading thought leadership

Case Study – McCann Worldgroup APAC

# How McCann Worldgroup APAC uses Pulsar to create market-leading thought leadership

## Challenge

Pulsar’s analytic functions allow teams to gain deep, nuanced insights that integrate into and level up existing research and strategy practices. We spoke to Kay Peng Chan, Strategic Excellence Manager at McCann Worldgroup, about his experience of using Pulsar to do just this. Kay’s team adopted Pulsar in March 2024 as a way to step up from their manual approach of searching and sifting through social media platforms and compiling results. Integrating Pulsar has not only deepened the strength of McCann’s social insights, but made the process more streamlined. Kay tells us, “one thing I love about Pulsar is, if you’re working on a project, you create the search as that first step and everything else is easy.”

The team produced a thought leadership report launched in November 2024 called ‘The Truth About Ascending Asia’. One key point in the report is underpinned by Pulsar-powered insights to determine how audiences are feeling about tech in Asia. An immediate area of questioning was a dichotomy: audiences feel that while people feel that “tech is important in fulfilling human potential, there’s also people wanting to leave social media tomorrow.” So to find out what exactly it is about technology that’s a worrying factor for audiences, they integrate Pulsar into their research.

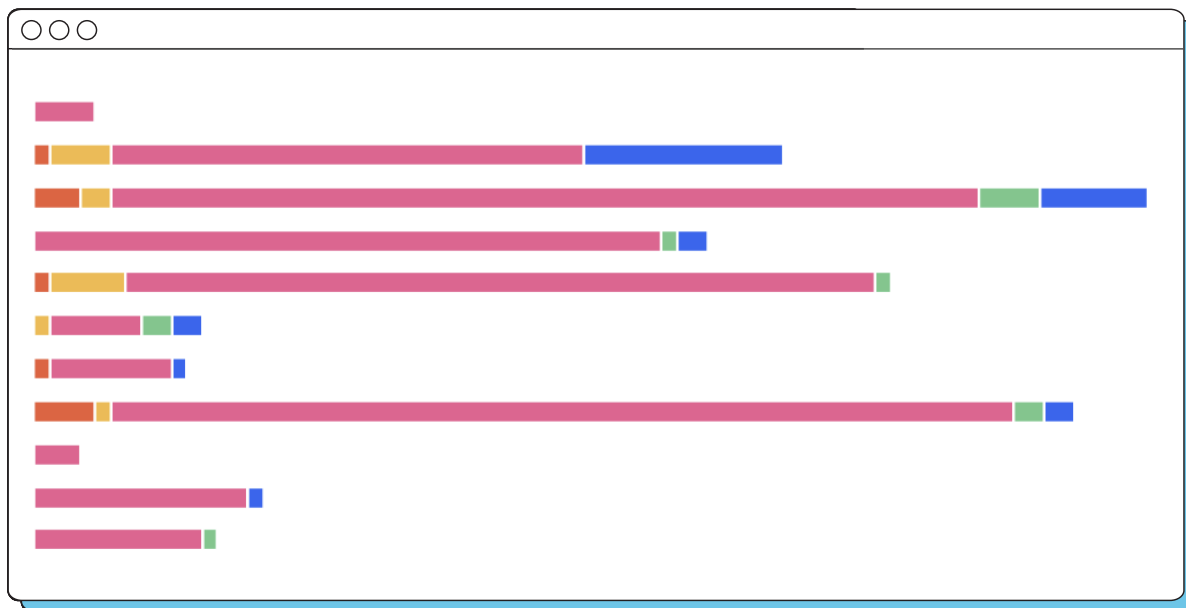
Pulsar’s extensive customer support has been an ongoing source of help for Kay and his team: “the Pulsar live support team are super helpful to me. I’m really thankful for them.” Kay’s Customer Success Manager is also “so responsive and on the ball with all my problems – it makes things so much easier to be able to troubleshoot things with her. She’s wonderful. I could just go to her about anything and she’ll give me an answer.” Pulsar’s super-user teams are always on hand to give solutions, saving clients’ time with their extensive experience.



You create your search just once. Along the way, you’ll need to monitor and refine it, to avoid capturing too much noise. But it’s not labor-intensive—that’s the beauty of Pulsar.”



Kay Peng Chan  
Strategic Excellence  
Manager, APAC  
McCann WorldGroup



## Solution

Kay and his team used Pulsar TRAC to monitor the areas they wanted to research. They were attracted to Pulsar being “a platform where you create the search and it collects all the data for you. Once you have that pool, it helps you analyze the data however you want to.”

Kay creates targeted searches that help narrow scope and then uses that search to find even more unique and honed-in search terms to understand user concerns. Kay attended a Pulsar Power-Up session to learn more about filtering – “filtering is very important, it changed how I approach Pulsar, so I knew how to tweak things accordingly.” Being able to attend live sessions and ask questions “really helped” Kay in this developed approach. Kay’s process now involves using his searches to find keywords associated with hashtags in the conversation, refining the search terms and cutting out noise in an ongoing process that makes a filtered, focused search.

This review and refine approach means that Kay and his team can thoroughly understand the results of their search: “at first glance, I see something that I might think isn’t related to what I’m searching for, but it actually could be really relevant.” Kay was recently awarded Pulsar’s Stellar badge as a certification of his use of the platform.



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## Results

Kay tells us that Pulsar’s deep and thorough analysis means that “you can just throw everything into the dashboard. There are dashboard templates to help you with that too.” For Kay, simplicity is a game-changer: “You create your search just once. Along the way, you’ll need to monitor and refine it, to avoid capturing too much noise. But it’s not labor-intensive – that’s the beauty of Pulsar.”

As part of their ‘The Truth About Ascending Asia’ report, the team conducted Pulsar research in categories such as ethics, job/AI replacement, data privacy, transparency-bias discrimination and interpersonal connections being impacted by tech. They found that ethics and job replacement were the top two media concerns uniting audiences across Asia. Kay recalls a prominent social post about audiences being “turned off” by radio commercials using AI – “it lacks human touch – it’s not the tech itself that’s the problem, but how people react to AI that we need to understand.” The report and its insights underpinned by Pulsar research were picked up by media outlets such as The Business Times, Yahoo Finance as well as agency media. “We had a lot of good feedback on it – we’re very proud of the whole report.”

‘The Truth About Ascending Asia’ was then presented at an in-person event with clients forming part of the panel. The team conducted a full presentation of the team’s findings, along with a panel discussion from Google, L’Oreal and MasterCard and TikTok creator Jeynelle Ng. Here, Pulsar-powered research played a part in helping McCann APAC to not only position themselves as thought leaders, but also to bring key clients and friends into the conversation with them.



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