How McCann Worldgroup APAC uses Pulsar to Create Thought Leadership

Case Study – McCann Worldgroup APAC

How McCann Worldgroup APAC used Pulsar to Help Create Thought Leadership

Challenge

When everyone's aiming to become a thought leader, how can a leading agency show clients that they are the best creative partner to understand and connect with the audiences they want to reach?

Kay Peng Chan works at the APAC Regional office of McCann Worldgroup as a Strategic Excellence Manager. McCann Worldgroup is one of the largest agency networks globally, supporting leading brands across creative, strategic, digital, and media. Kay and his team are focused on creating world-leading thought leadership, demonstrating McCann Worldgroup's value as a knowledge hub into the big issues affecting audiences worldwide.

Kay's team was tasked with producing a thought leadership report that would decode Asian consumers' values and aspirations – 'The Truth About Ascending Asia'. The report should not only resonate with brands but also position McCann as a thought leader in audience intelligence. As part of their approach for this report, Kay and his team tapped into Pulsar.

An area of inquiry for the report was to investigate a dichotomy. In Truth about Ascending Asia, 67% of Asians feel that the potential benefits of technology outweigh any known risks whereas 50% of Asians would like to have less tech. To understand better what are the major areas of fears and concerns in tech, they used Pulsar for social listening.

Solution

The team conducted Pulsar searches to understand tech concerns such as ethics, job/AI replacement, data privacy, transparency-bias discrimination and interpersonal connections.

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Kay Peng Chan
Strategic Excellence Manager, APAC
McCann WorldGroup
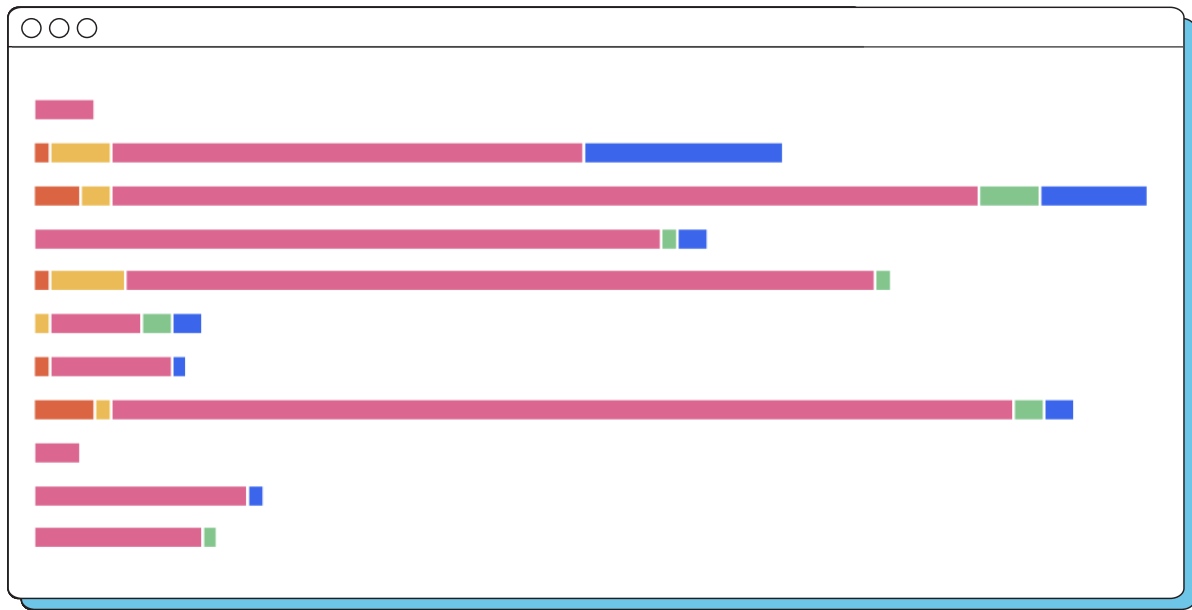
Integrating Pulsar has not only deepened the strength of McCann's social insights, but made the process more streamlined. Kay told us, "one thing I love about Pulsar is, when you're working on a project, all you need to do is to create a search as the first step, and everything else is easy. Once you have that pool of data, it makes analyzing the data so much easier." Kay and his team used Pulsar TRAC to monitor key topics that they want to research on.

To delve deeper into his research, Kay created targeted searches that helped to narrow the scope of the brief. But they needed support to hone-in even further. Kay finds Pulsar's extensive customer support extremely helpful: "the 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 concerns – it makes things so much easier. I can just go to her about anything and she'll give me an answer."

The Customer Success Manager recommended Kay attend a Pulsar Power-Up session, Pulsar's regular upskilling webinar series, to learn more about the filtering feature – "filtering results is very important, it changed how I approach Pulsar." After attending the Power Up sessions, Kay's process levelled up to tweak searches and cut out the noise to give a focused conversation. This review and refine approach means that Kay and his team can see the pure picture

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of online conversation and find deep insights that the audience reading the report would otherwise have missed out on.

Kay tells us that Pulsar's simple and thorough analysis means that "you can just throw everything into the dashboard templates and look at it from an analytical point of view." For Kay, simplicity is a game-changer: "you only need to create your search one time. Along the way, you've just got to monitor and filter to make sure you don't capture too much noise and it shows you relevant results. It's not heavy work after that. That's the beauty of Pulsar."

Results

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

It was then published in November 2024 which drove great media coverage - it played a role in powering a thought leadership event with many notable brands appearing on the panel.'The Truth About Ascending Asia' earned media coverage in 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."

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