



Media & Communications in Myanmar - How to build and protect your brand

April 4, 2016

Introductions

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Nay Lin

Welcome

A time of great change for Myanmar and for communications

Impact of technology

Fundamentals of communication remain

What do people want?

Who will the winners be?

Objectives

**A better understanding of the
traditional and digital media
landscapes in Myanmar**

**Improved ability to evaluate your
organisations approach to
communications**

**Practical tips and advice that will serve
you and your organisation when you
are communicating externally**

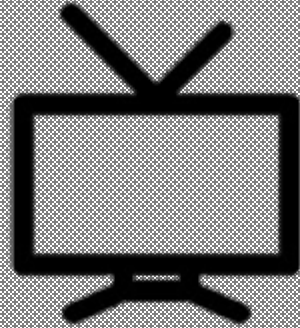
Media landscape

**DAILY
NEWSPAPERS**



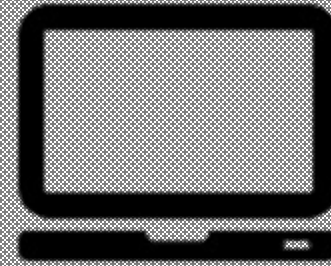
15+

BROADCAST



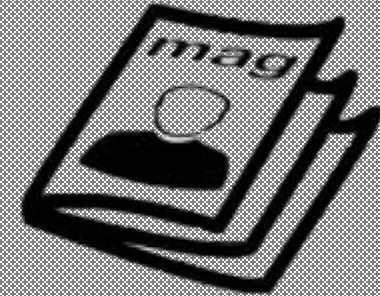
23

ONLINE



20+

MAGAZINES



25+

Which media should you focus on?

Depends on who you want to reach

Some:

Mass market consumer

Literate in Myanmar

Not the business community

Others:

Business community

English speaking

Geography – urban areas VS rural

Most influential media

Print



Broadcast



Online



Foreign media



AP

Bloomberg



WSJ

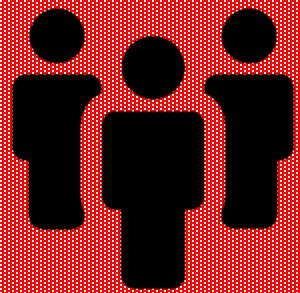


"It [Facebook] has really helped ... the administration because traditional media have limited penetration"



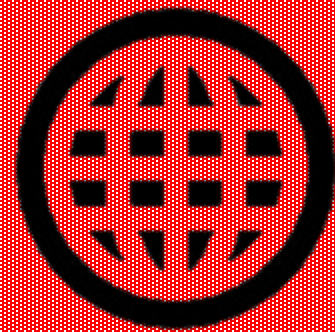
Digital landscape

POPULATION



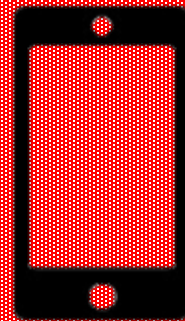
54.1m

ACTIVE
INTERNET
USERS



7.6m

MOBILE
CONNECTIONS



36.5m

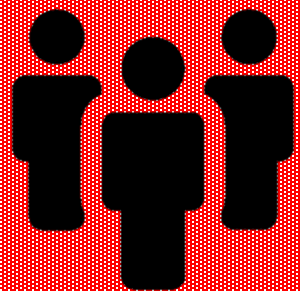
ACTIVE MOBILE
SOCIAL
USERS



6.3m

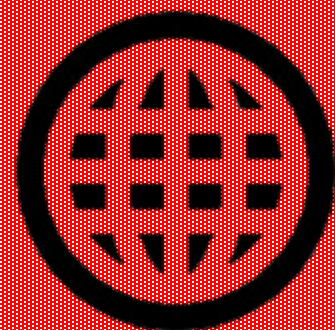
Digital landscape

POPULATION



54.1m

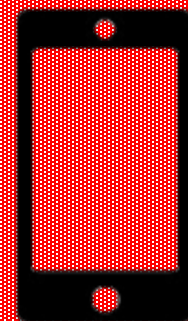
ACTIVE INTERNET USERS



7.6m

Penetration
rate of 14%

MOBILE CONNECTIONS



36.5m

VS population
= 67%
(60 -70% are
Smartphones)

ACTIVE MOBILE SOCIAL USERS



6.3m

98.6% of all
social media
use is on
Facebook

Most popular Facebook pages

7Day News Journal



Total fans

6 747 962

Eleven Media Group



Total fans

6 533 141

BBC Burmese



Total fans

4 960 804

Most popular brands on Facebook

Telenor Myanmar



Total fans

3 969 242

MPT



Total fans

3 564 981

Ooredoo Myanmar



Total fans

1 836 266

Fastest growing Facebook pages



Telenor
Myanmar

+580 283 Fans ↑



MPT

+516 782 Fans ↑



7Day News...

+506 135 Fans ↑



Eleven Media...

+443 691 Fans ↑



BBC Burmese

+396 402 Fans ↑

Most popular people on Facebook



3,182,476



3,134,344

Not just the realm of consumer brands



Who is on social media?



- **64% are millennials (19 to 34 years old)**
- **63% are male**
- **91% live in Yangon and Mandalay**

2012 - 2016



The PR industry in Myanmar

- Nascent but rapidly rising
- Expanded services, more variety
- Good and growing mix of international PR agencies and regional and local independent agencies
- Publicity, Public Affairs and CSR as top consultancy areas

Doing external communications in Myanmar

Media Monitoring

Public Affairs

Media Relations

Content
Development

Research and
Industry Analysis

Corporate
Communications

B2B
Marketing

Messaging
and
Positioning

Strategic
Planning

Government
Relations

Crisis & Issues
Management

Interviews

CSR

Stakeholder
Relations

Social and
Digital

Graphics and
Design

Events

Media Training

Making an impact



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S&P Foodservice

Media coverage of showroom grand opening



ဟိုတယ်နဲ့ စားသောက်ဆိုင်တွေအတွက် S&P အရောင်းမြှင့်ခန်း



THE NATION
www.nationmultimedia.com

S&P off to healthy start in Yangon amid boom in the F&B industry

Ads by Google | Trade News | Russia News | Trade USD | Ruble

KHINE KYAW
MYANMAR ELEVEN
YANGON March 14, 2016 1:00 am



Inside the showroom of S&P Foodservice Distribution in Yangon.

HEARTBEAT OF THE NATION

MYANMARTIMES

Premium Distribution forms joint venture with Singapore's Sia Huat

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LOCAL company Premium Distribution has joined with Singaporean food service distributor Sia Huat to import international cooking and hospitality equipment to Myanmar.

The joint venture, known as S&P Foodservice Distribution, opened a 10,000-square-foot showroom in Yangon on March 9.

"The food and beverage industry in Myanmar is booming," said Miki Ow, general manager of S&P Foodservice Distribution.

"As the industry grows, and hotels and restaurants grow on giving their guests the best dining experience, we expect a strong demand for products that improve operations, food safety and quality."

The showroom comprises three main sections - front of house including tableware, back of house including kitchenware, and housekeeping - and

will sell products made by more than 300 international kitchen equipment suppliers.

Brands such as Arcoroc, Atlantic Chef, Cambro, Cerabon, Giesser, Lacor, Nikko, Safico, Shoes for Crews, Solia, Spiegelau, Studio William and Waring will all be available in the store.

"In addition to the 5000 items displayed in our showroom in Yangon, our customers have access to more than 40,000 in Sia Huat Singapore. Products that were previously difficult or impossible to find in Myanmar are now available or can be sourced easily," said Ms Ow.

U Soe Moe Thu, managing director of Premium Distribution said the shop will cater to international hotels and restaurants opening in Myanmar.

"In the past, hotels and restaurants had to import everything directly from overseas, but now we have opened this showroom, so whenever they open new properties they can buy everything they need domestically," he said.

He added the country's tourism industry has developed quickly over the past few years and that many new hotels and restaurants are opening as a result.

"Our focus is on the hotels, restaurants and catering market. We have estimated the demand and we hope we can provide enough supply."

S&P's existing customers include international hotel franchises such as Novotel, Sedona and Parkroyal, local hotels including Kandawgyi Palace and Jasmine Palace, independent restaurants such as Le Planteur and Sharky's, and local restaurant chains such as Feel and Ice Berry.

U Soe Moe Thu told *The Myanmar Times* that the tourism industry has seen more growth than any other sector during the past five years.

"My guess is that the industry will see double-digit growth over the next five years, supported by our supplies," he said.

Myanmar BUSINESS TODAY

MYANMAR'S FIRST BILINGUAL BUSINESS JOURNAL

Singapore Company Opens Foodservice Supplies Centre in Yangon

ZWE WAI

Singapore-based S&P Foodservice Distribution Co Ltd last week opened a foodservice supplies showroom in Yangon to foray into the food and beverage (F&B) market of the country.

The 10,000-square-foot showroom features a wide range of products, equipment and solutions aimed at helping restaurants and hotels in Myanmar achieve global standards of F&B operations, hygiene and food quality.

Set up through a partnership between local firm Premium Distribution and Singapore-based foodservice products and equipment distributor Sia Huat, S&P will bring global brands such as Cerabon, Safico, Giesser, Atlantic Chef, Cambro, Arcoroc, Spiegelau, Shoes For Crews, Solia, Waring, Nikko, Lacor, Carlisle,

sale, and retail customers can enjoy the best products in the market at the best price points.

"The food and beverage industry in Myanmar is booming. As the industry grows, and hotels and restaurants focus on giving their guests the best dining experience, we expect a strong demand for products that improve operations, food safety and quality," Ow said.

Organised into three main categories: front of the house (tableware), back of the house (kitchenware), and housekeeping (hygiene), the showroom has over 5,000 stock keeping units (SKUs) and will have access to over 300 professional kitchen equipment suppliers.

"In addition to the 5,000 SKUs displayed in our S&P showroom in Yangon, our customers have access to more than 40,000 SKUs in Sia Huat Singapore. Products that were previously difficult or impossible to find in Myanmar are now available or can be sourced easily," Ow added.

Myanmar Summary

စင်ကာပူနိုင်ငံကနေပြီး S&P အမည်ရှိသော အစားအသောက်များအတွက် ဝန်ဆောင်မှုပေးရန် ဖြန့်ဖြူးပေးခြင်းသည်ဟိုတယ်နှင့်စားသောက်ရေးလုပ်ငန်းများအတွက် အရေးကြီးသောအရာတစ်ခုဖြစ်သည်။

ယင်းအရောင်းမြှင့်ခန်းသည် စတုရန်းပေ ၁၀၀၀၀ ကျော်ခန့်ရှိပြီး အစားအသောက်အတွက် သန့်ရှင်းရေးဆိုင်ရာပစ္စည်းများနှင့် ခွက်လွှဲပစ္စည်းများကို ဖြန့်ဖြူးပေးသည်။

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Avoiding negative press and creating positive stories

**Organisations
can help raise
standards and
share
knowledge.**

What do you need to consider?

- What are our business and communications goals? Who are we targeting?
- What resources do we have to support a campaign?
- How much budget can we allocate toward public relations?
- Who would be responsible for PR?
- What are the risks involved with communicating externally? What are the risks of not communicating externally?
- Do I have a spokesperson for the company?

Role of external agencies

- Market and industry knowledge
- Expertise in communications
- Existing connections
- Resource required to execute a campaign

Panel Q&A



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