



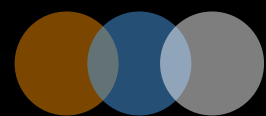
AJ
marketing

By AJ Marketing, 2022

The Marketer Guide to the Asia-Pacific

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ABOUT AJ MARKETING

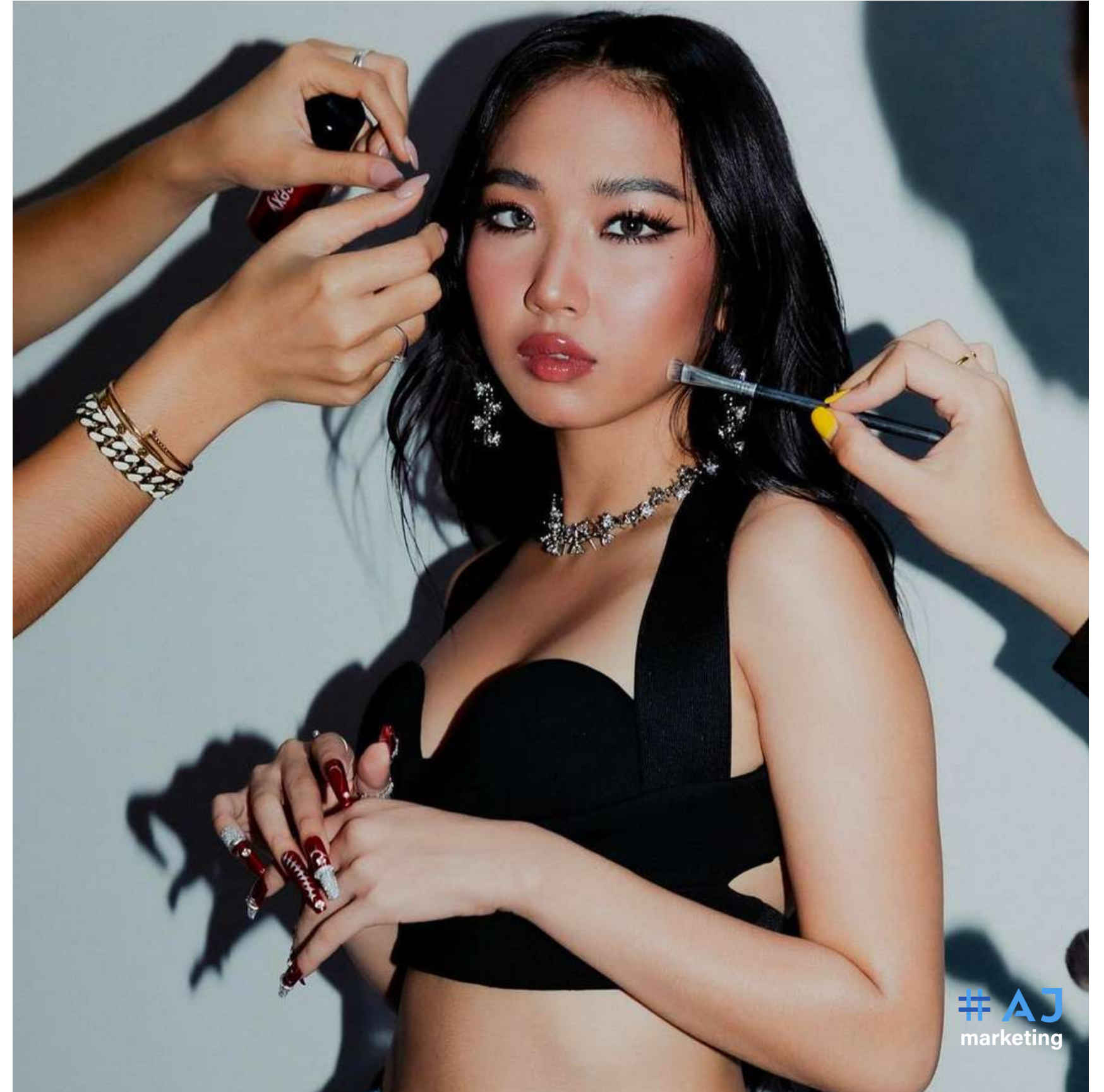
CREATIVE AGENCY

Building creative marketing campaigns
driven by **influencers** and **technology**



"EVERYTHING YOU CAN IMAGINE IS REAL"

PABLO PICASSO



#AJ
marketing



LOCAL OFFICES AND TEAM IN *10* LOCATIONS IN *Asia*



Brands THAT TRUST US





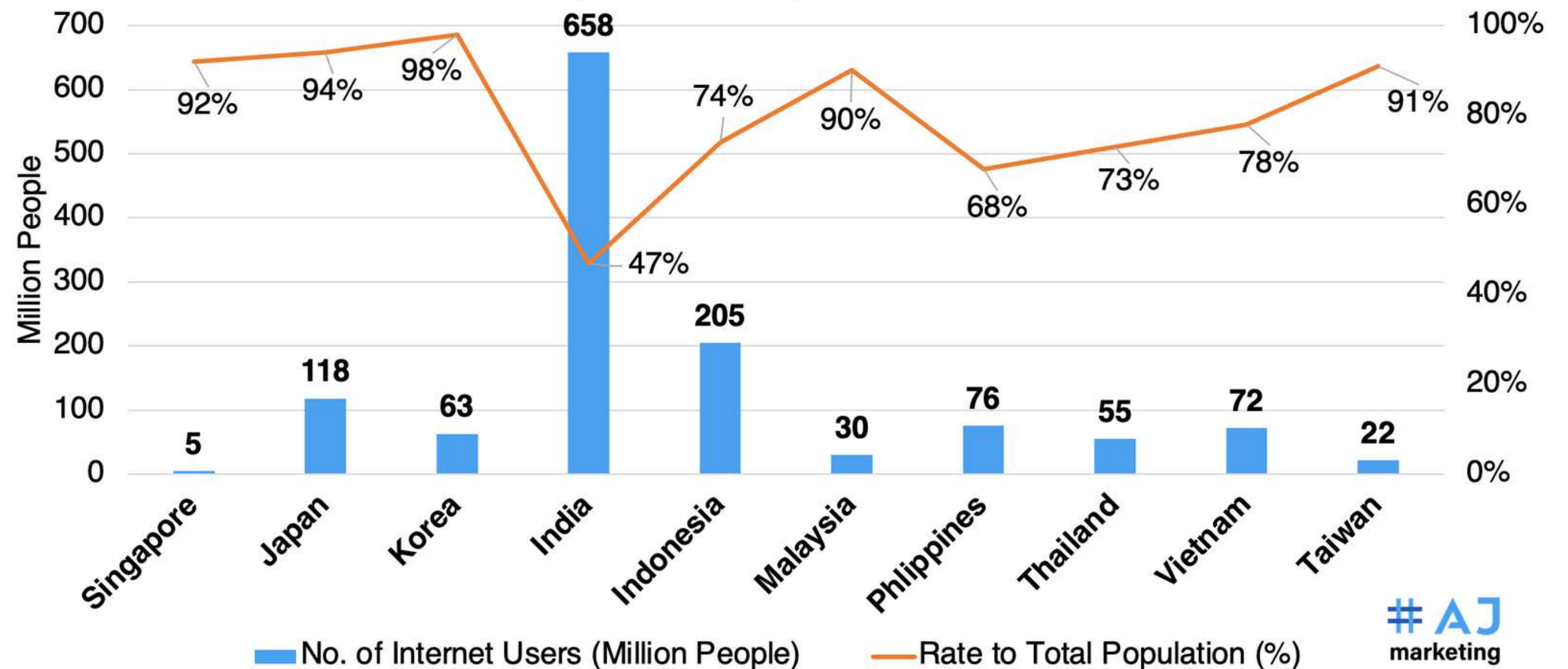
Chapter 1

Digital Transformation

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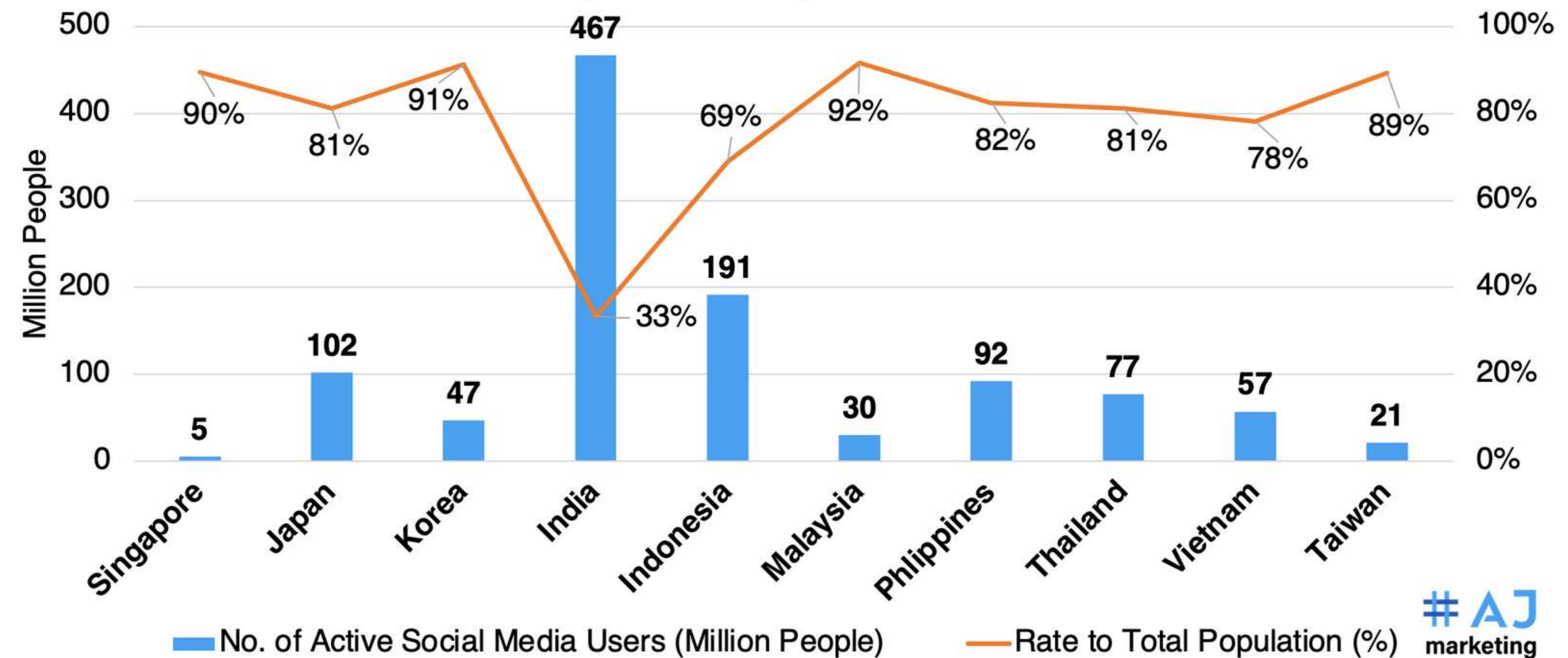
Internet Users in Asia-Pacific

by Country in 2022



Active Social Media Users in Asia-Pacific

by Country in 2022





Chapter 2

Mobile Economy



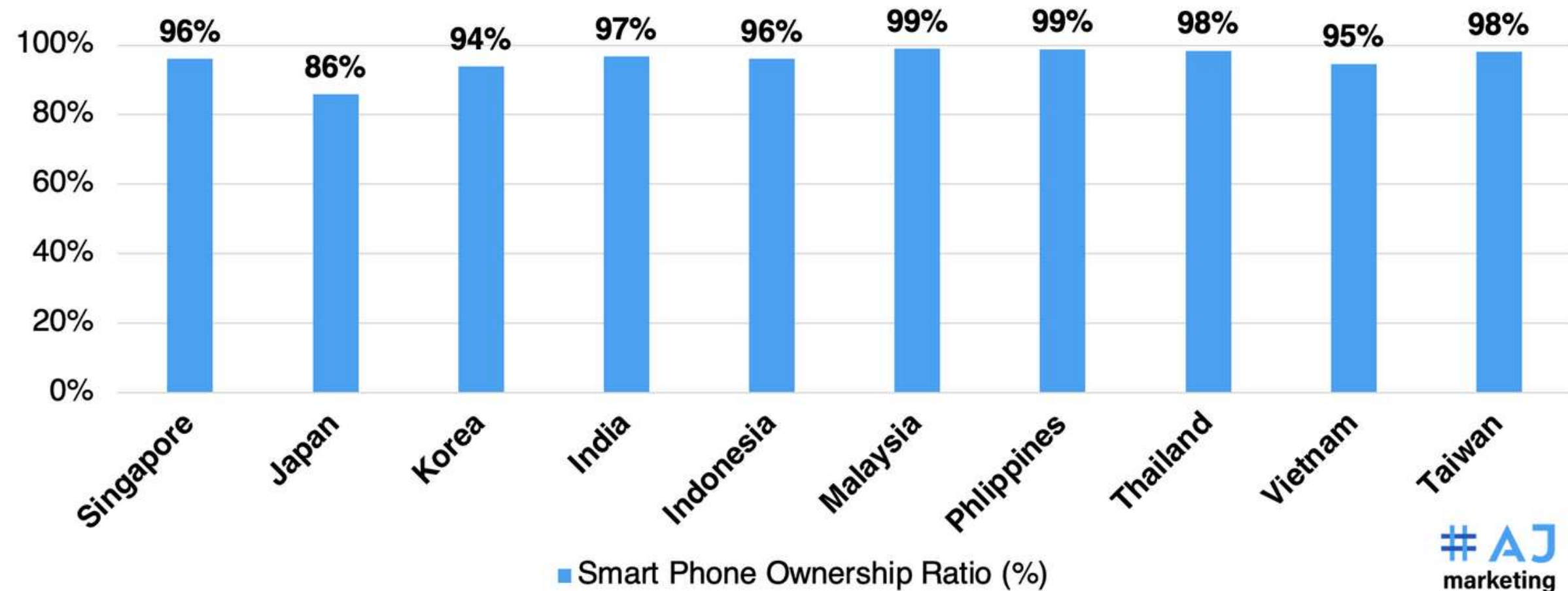
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Smart Phone Ownership Among Internet Users

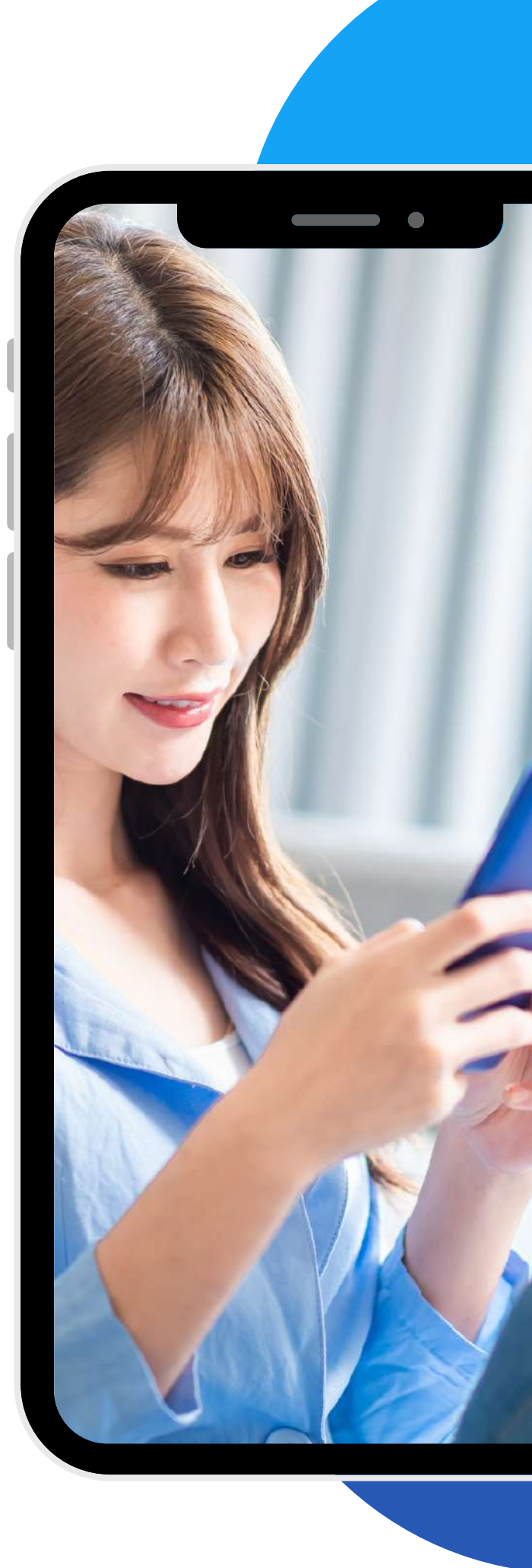
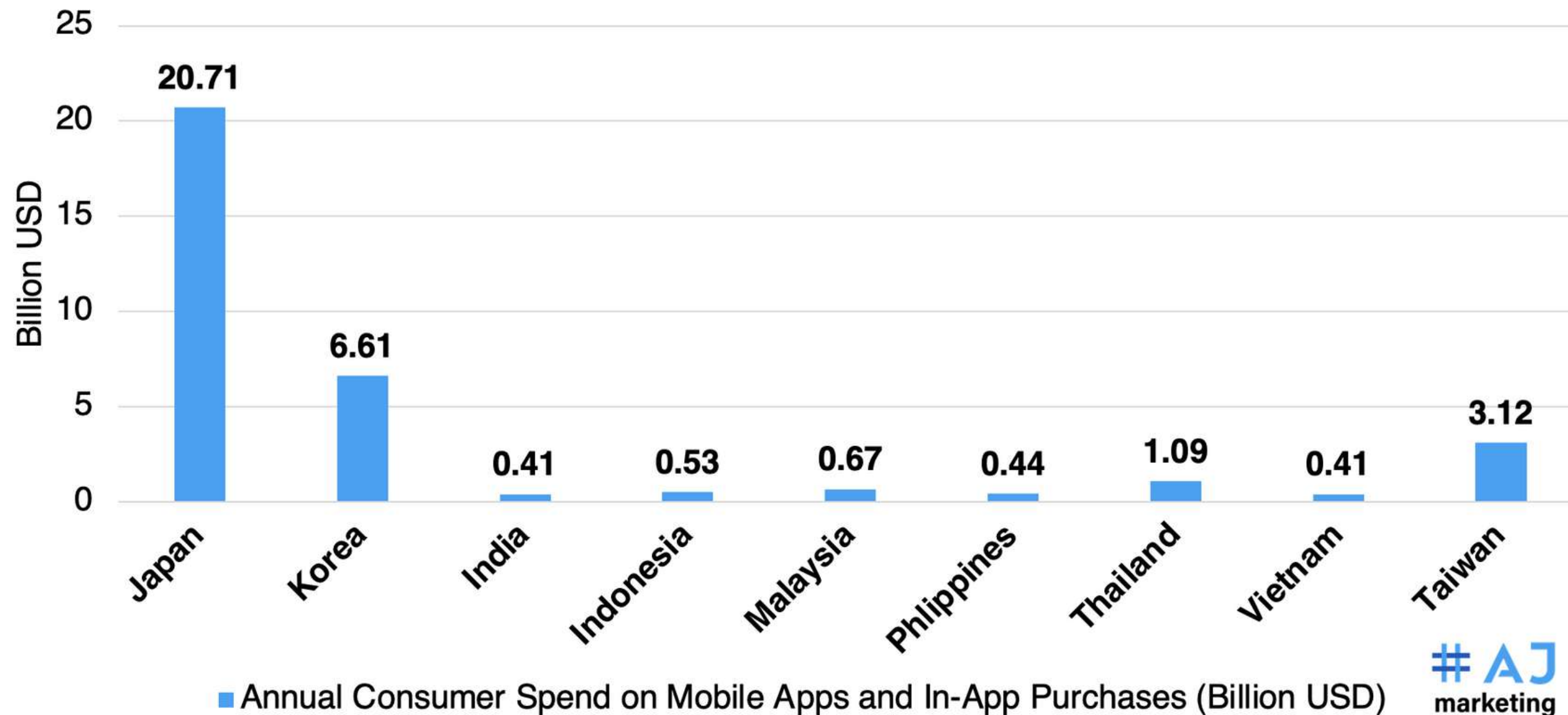
by Country in 2022

Percentage of Internet Users Aged 16 to 64 who use smartphone to access the internet



Consumer Spend on Mobile Apps and In-App Purchases

by Country in 2021





Chapter 3

Marketing Channels

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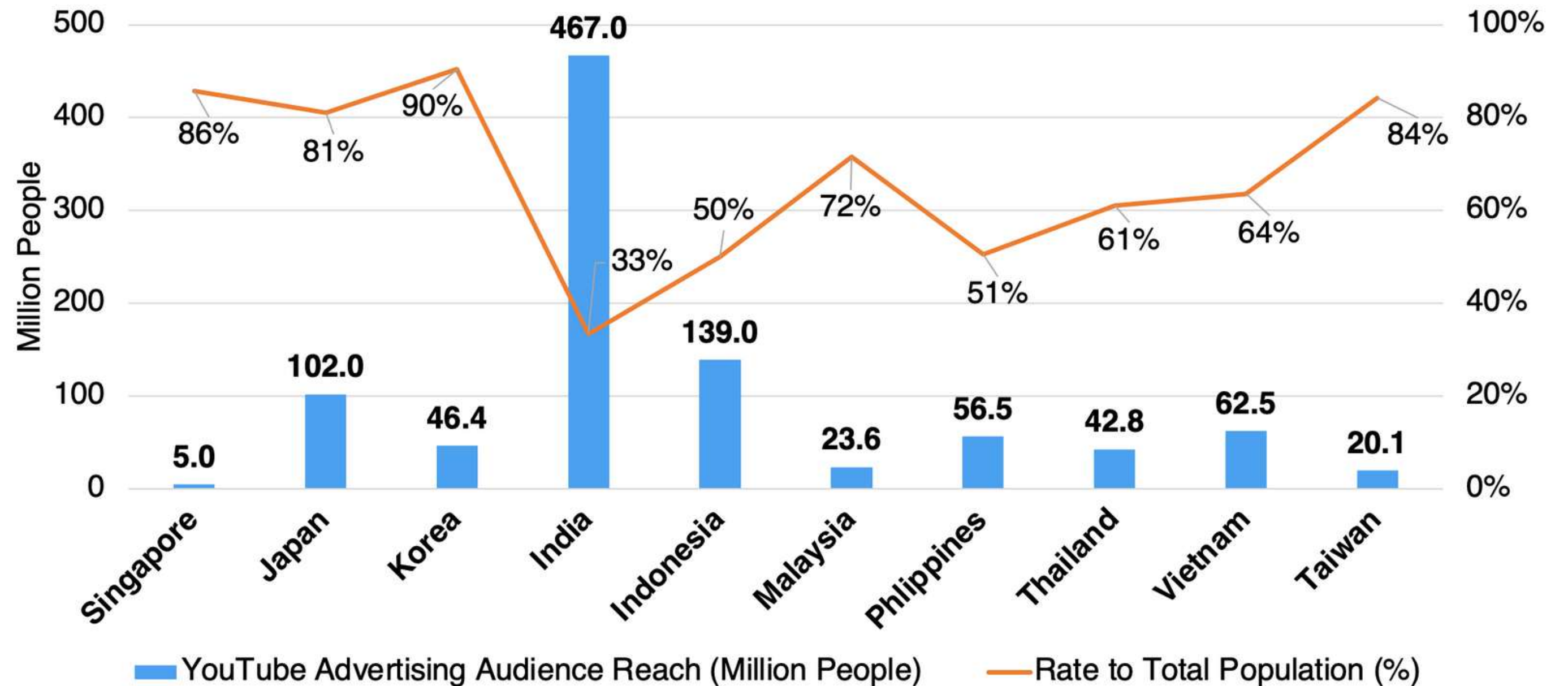


Search Engines



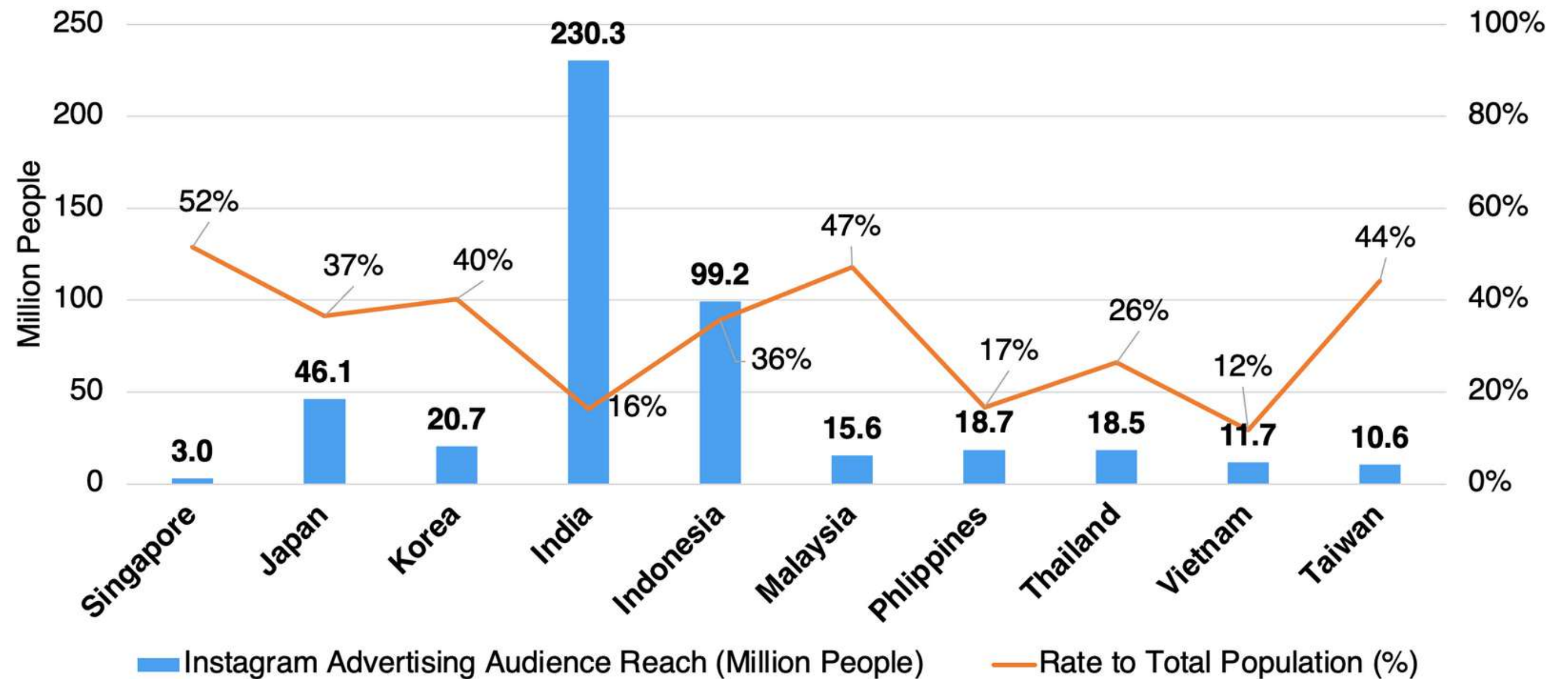
Youtube Advertising Audience Reach

in Asia-Pacific by Country in 2022



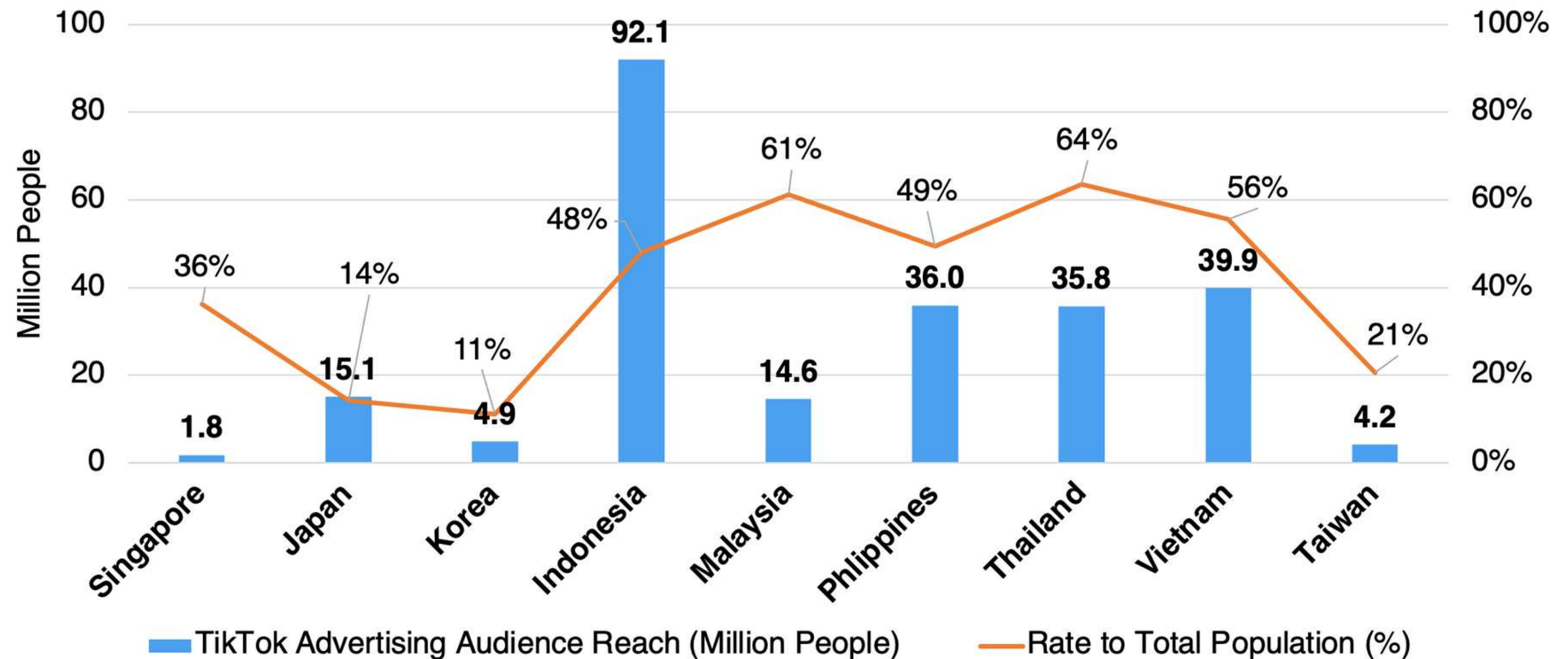
Instagram Advertising Audience Reach

in Asia-Pacific by Country in 2022



TikTok Advertising Audience Reach

in Asia-Pacific by Country in 2022



Digital Billboards



Chapter 4

E-Commerce Trends



Dominating E-Commerce Platforms



Shopee

Lazada

Coupang

Tokopedia

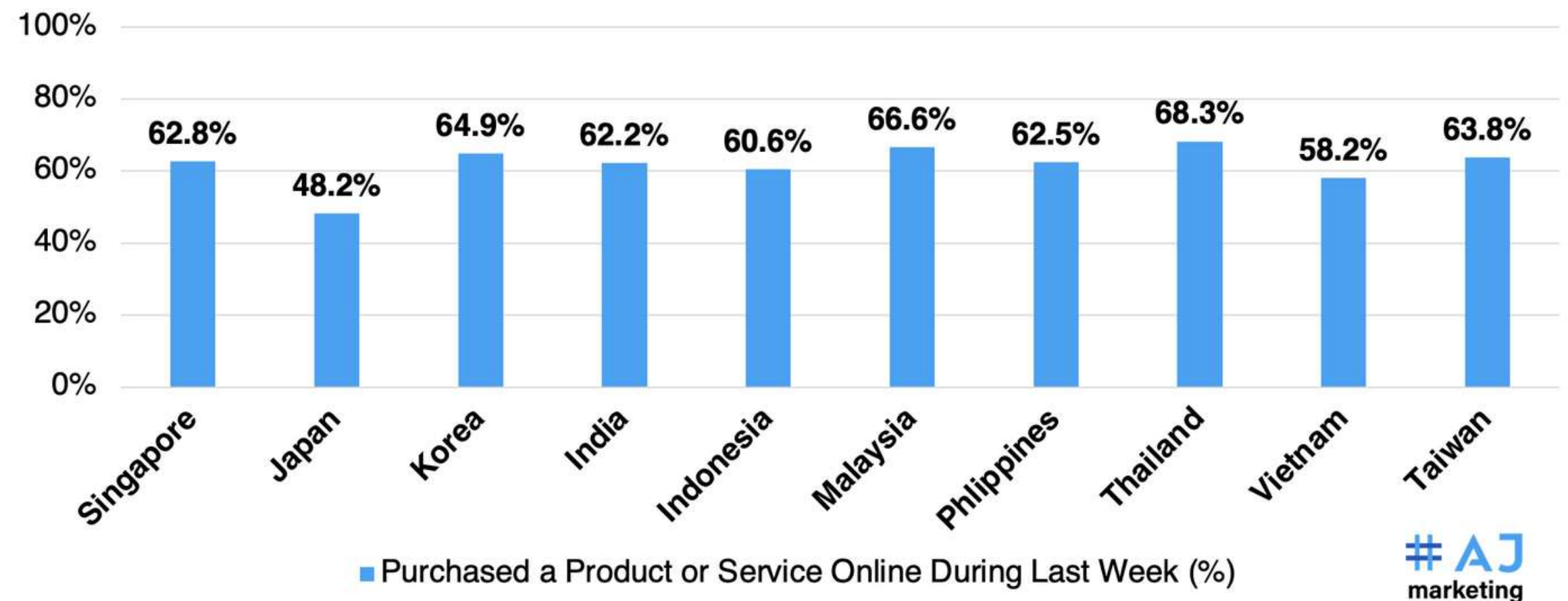
Amazon

Internet Users Who Purchase a Product or Service Online Weekly

by Country in 2022

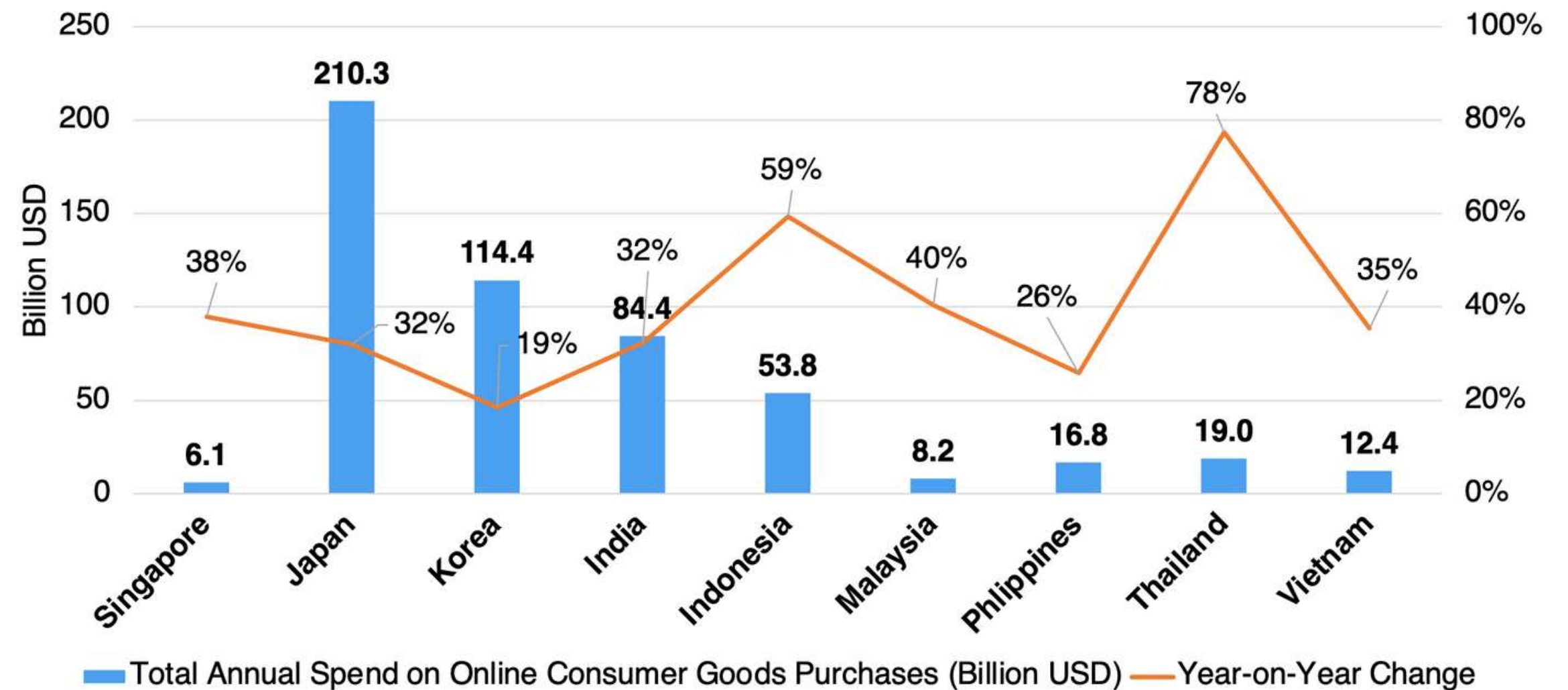


Percentage of Internet Users Aged 16 to 64 who engage in product purchase each week



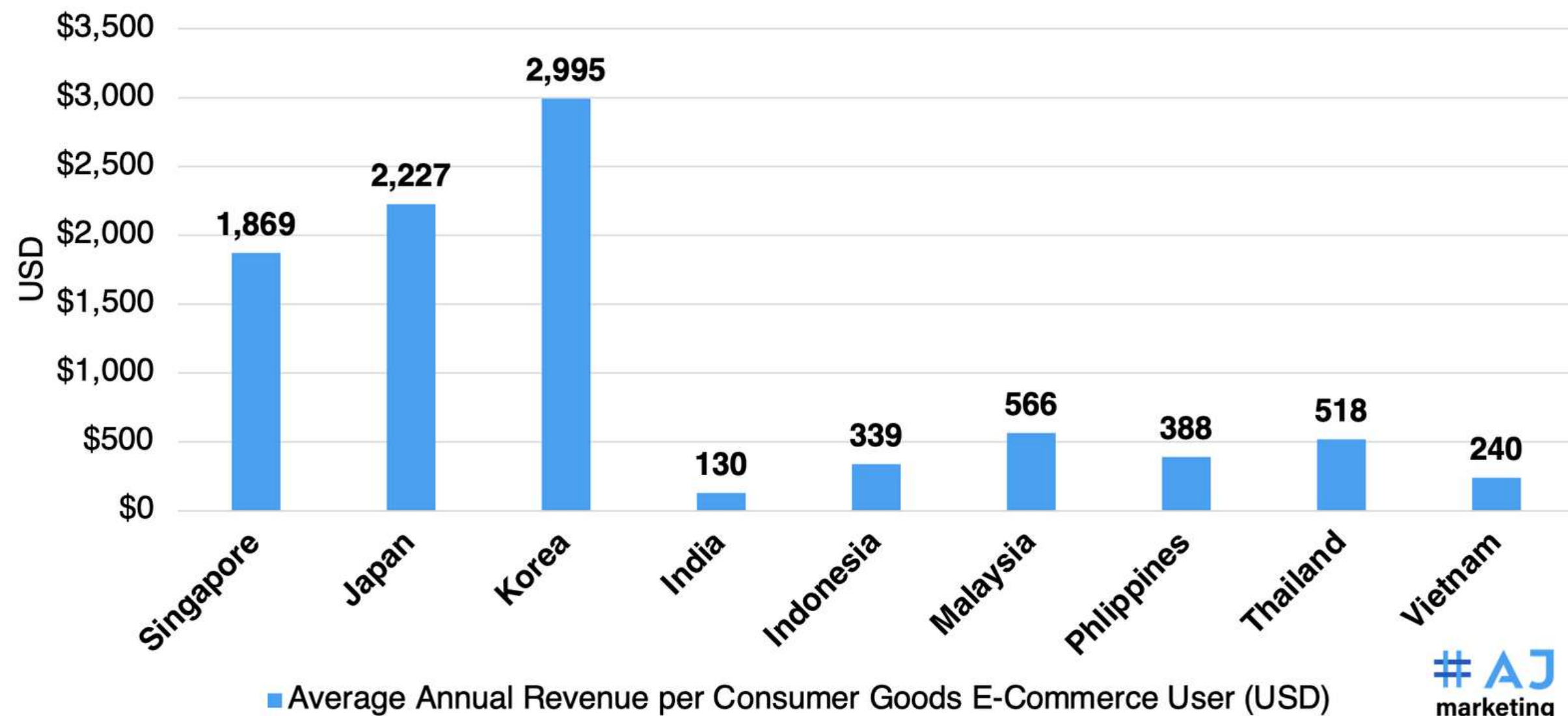
Annual Spend on Online Consumer Goods

by Country in 2021



Average Annual Revenue per E-Commerce User

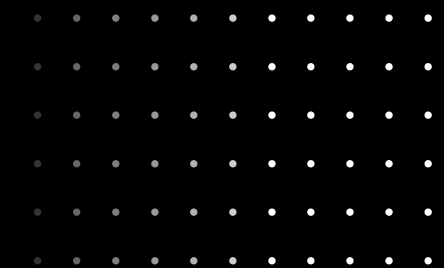
by Country in 2021





Chapter 5

Consumer Preferences



Sources of Brand Discovery

- Search Engines
- Social Media
- Word-of-Mouth
- Reviews from Expert Bloggers
- Digital Ads
- TV Ads



Channels for Online Brand Research

- Social Media
- Search Engines
- Consumer Reviews
- Brand Websites
- Price Comparison Sites





Consumers Focused on Community Rather Than Individual

- Collectivist culture
- Family values
- Community contribution
- Respect to local festivals



Influencer of Korean Culture Across Asia

- K-Pop Idols : BTS, Black Pink
- K-Fashion & K-Beauty



Celebrity Gods and Goodesses

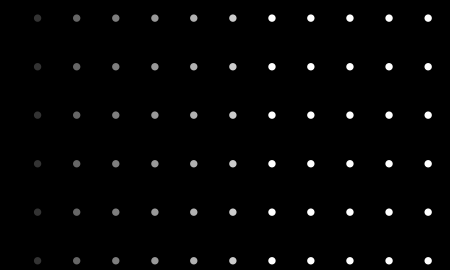
Consumers in Asia-Pacific are much more likely to purchase the product if it has been endorsed by a celebrity





Chapter 6

Current Trends



Samsung 837X : flagship
store on Decentraland

Zepeto metaverse
platform

Metaverse Locations & Partnerships



Rise of Virtual Influencers

Imma from Japan

Rozy from Korea

Apoki from Korea

Ailynn from Thailand



A grayscale image of a woman's face is centered in the background. Behind her head is a large blue circular graphic with a dark gray outline. The text "Thank you for being awesome!" is overlaid in a large, white, sans-serif font.

Thank you for being awesome!

Two horizontal bars, one on the left and one on the right, with a gradient from orange to blue.

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