

Speakers:

- **James Smyllie** – Founder, Taman Warna (Moderator)
- **Jacqui Lim** – Chief Commercial Officer, Mediacorp
- **Julien Normand** - Head of Strategy, International, Publicis Media
- **Parvathi Menon** – Regional Video Solutions Lead, APAC, LinkedIn
- **Jonathan Ye** - Senior Director of Engagement, Science Centre Singapore

This session brought together industry leaders across media owners, platforms, agencies, and clients to unpack a growing concern that media plans are becoming increasingly similar. The discussion explored the tension between efficiency and effectiveness, the role of measurement and risk aversion, and whether the industry is prioritising what is easy to prove over what truly drives impact. Rather than offering a single answer, the debate highlighted the structural and behavioural forces shaping today's media decisions.

5 Key Points

1. **Media plans are converging due to pressure for certainty and measurable outcomes**
Tighter budgets and accountability demands are pushing marketers toward channels that offer clear attribution, even if they are not always the most effective.
2. **Efficiency has overtaken effectiveness in planning decisions**
Low-cost impressions and scalable platforms are often prioritised over high-attention environments, leading to a gap between what is measurable and what is meaningful.
3. **The industry is optimising for dashboards, not consumers**
A shift toward performance metrics has reduced focus on audience behaviour, creativity, and long-term brand building.
4. **A diverse media mix drives stronger outcomes**
Evidence shows that campaigns using multiple channels and high-attention formats deliver better ROI, recall, and engagement than narrow, platform-heavy plans.
5. **The challenge is not lack of knowledge, but lack of application**
Marketers, agencies, and media owners are aware of the benefits of diversification, but structural constraints, speed, and habits continue to reinforce similar-looking plans.

3 Takeaways

1. The real issue is not that media plans look the same, but why they are designed that way.
 2. Balancing short-term performance with long-term brand building requires deliberate choices, not default optimisation.
 3. Media planning needs to shift back toward audience understanding, creative thinking, and strategic intent.
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2 Action Items

1. Challenge media plans that rely heavily on a few platforms and ask what role other channels could play in driving attention and impact.
 2. Reassess success metrics to ensure they capture meaningful outcomes, not just what is easiest to measure.
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Memorable Quotes

“Are we optimising for what is measurable or what is meaningful?”

“Do not mistake the platform for the strategy.”

“Certainty has replaced creativity in too many media plans.”

“Not everything that counts can be counted.”