

The Practice and Effect of Multinational Enterprises' Media Strategy in Creative Cities: A Case Study of Hong Kong and Singapore

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Abstract. With the accelerated development of globalization, creative cities have gradually become an important area for the strategic deployment of multinational enterprises. The purpose of this study is to explore the media strategies adopted by multinational enterprises in creative cities, such as Hong Kong and Singapore, and their practical effects. Through in-depth analysis of the two market environments, combined with qualitative and quantitative research methods, including in-depth interviews, questionnaires and case studies, this paper reveals the characteristics and differences of the media strategies developed and implemented by multinational enterprises in different cultural contexts. The results of the study show that although Hong Kong and Singapore are both highly developed economies, due to their unique cultural and social characteristics, companies need to consider local consumer behavior patterns, language habits and media consumption trends when formulating media strategies. In addition, the support degree of government policies also directly affects the effectiveness of the strategy. Through the comparative analysis of the practical effects of the two places, this study provides valuable insights for enterprises to better adapt to the local market in the process of globalization, and puts forward corresponding strategy suggestions. Finally, this paper provides a new perspective for understanding the media strategies and influencing factors of multinational enterprises in creative cities.

Keywords: Multinational enterprise, Creative City, Media strategy, Practical effect.

1. Introduction

With the acceleration of globalization, the position of creative industry in the global economy has become increasingly prominent [1]. As a hub where culture, technology and innovation converge, creative cities have unique advantages in attracting investment from multinational companies. These cities not only have advanced infrastructure and technical support, but also have an open cultural atmosphere and strong innovation capabilities, providing an ideal market expansion platform for multinational enterprises. Hong Kong and Singapore, as one of the most representative creative cities in Asia, have attracted widespread attention for their mature business environment, efficient governance and international lifestyle. In the context of globalization, understanding how multinational companies develop effective media strategies in creative cities is critical to enhancing their competitiveness. Although Hong Kong and Singapore are both developed economies, there are significant differences in culture, legal system and market characteristics. Therefore, studying the media strategies of multinational companies in these two cities can help us better understand the elements of success under different market conditions [2]. In addition, through comparative analysis of the practice of the two places, it can also provide references for enterprises to formulate more targeted strategies on a global scale.

2. Literature review

Multinational Corporations (MNCs) face a complex market environment in the process of globalization [3]. With the advancement of technology and the development of transportation and communication means, MNCs are able to enter the international market more easily, but also face more fierce competition. A globalization strategy usually involves decisions on multiple aspects,



including market positioning, brand building, supply chain management, and media communication strategy. Creative Cities are cities that rely on innovation and cultural and creative industries to drive economic growth. Such cities often have a strong cultural pull, attracting talent, businesses and capital. The development of creative cities depends on many factors, including government support, infrastructure improvement, education level improvement and social and cultural inclusion [4]. Hong Kong and Singapore are typical creative cities, and their development paths and characteristics are worthy of in-depth discussion. Media strategy is crucial to the success of multinational enterprises in the international market. An effective media strategy can help companies build brand image, increase awareness, enhance customer loyalty, and ultimately increase market share. With the rise of social media and digital marketing, traditional media strategies are being transformed. Multinational companies need to constantly innovate and use new technologies to optimize their media channels. Although there has been a lot of research on the globalization strategy and media strategy of multinational enterprises, there are relatively few researches on media strategy in creative cities [5]. Especially for regions with unique market characteristics such as Hong Kong and Singapore, existing studies often lack in-depth analysis. In addition, most research has focused on the strategy itself and not enough attention has been paid to its actual effects. This study attempts to fill this gap, through empirical analysis to explore the multinational enterprises in the creative city media strategy and its effects.

3. Methodology

In order to comprehensively explore the media strategies and effects of Mnes in Hong Kong and Singapore, two creative cities, this study adopts a mixed approach research design, that is, a combination of qualitative and quantitative research methods. This approach allows for a fuller capture of the complexity and diversity of strategies and a deeper understanding of the reasons behind them.

Conduct face-to-face or online interviews with media department heads of multinational companies to learn about their specific media strategies in Hong Kong and Singapore. Select a few representative cases, in-depth analysis of these companies in the two places of media strategy implementation process and effects. Questionnaires were designed and distributed to consumers in both places via email or online platforms to collect their perceptions and responses to the media strategies of multinational corporations. Statistical software, such as SPSS, is used to quantitatively analyze the collected data to evaluate the effectiveness of the strategy. Use snowball sampling to find the right representatives and make sure they are responsible for or familiar with the company's media strategy. Develop a detailed interview outline covering the company's background, media channel selection, content creation, effect evaluation, etc. Recording equipment was used to record the interview content, and verbatim transcription was made in the later stage. Select multinational companies with operations in both places and representative media strategies. Collect companies' annual reports, press releases, official website information, and activity records on social media platforms. Detail the media strategy characteristics and market performance of each case. Design questionnaires with open and closed questions to ensure direct feedback from consumers. By means of convenience sampling, the questionnaire links were posted on social media platforms and residents of the two places were invited to participate.

Interview transcripts and case study results were coded to identify key themes and patterns. The encoded data is summarized into several themes, such as "cultural adaptation" and "technological innovation". Combined with relevant theories, the topic is deeply explained, and the key factors of strategy success are extracted. Calculate the basic statistical data of the questionnaire results, such as the mean value, standard difference, etc. Statistical methods such as t test and ANOVA were used to test the significant differences between different strategies. The relationship between media strategy and consumer attitude is explored by regression analysis.

4. Practical case analysis

The media strategy of multinational enterprises in the current digital era covers the comprehensive utilization of traditional media and digital media. On the one hand, although traditional media channels such as television, radio and newspapers are still used by some multinational corporations, their role has changed, becoming more of a complementary rather than a primary means of communication. On the other hand, digital platforms such as social media, websites and mobile apps have become the core channels for brand promotion. By integrating online and offline resources, enterprises form a unified brand image and communication strategy to ensure a consistent user experience across multiple platforms. For example, an international cosmetics brand in Hong Kong, through the integration of online and offline channels, not only held experience activities in physical stores, but also broadcast live on social media, attracting a lot of attention.

In terms of content marketing, enterprises need to create marketing content with local characteristics according to different cultural backgrounds. Interactive marketing campaigns engage consumers, while user-generated content (UGC) further enhances the brand's engagement with consumers. In Hong Kong, companies will choose social platforms such as Facebook, Instagram and wechat for marketing campaigns, and plan activities such as live streaming and short video contests to increase user engagement. For example, a well-known sports brand held an online running challenge in Hong Kong, encouraging users to upload running videos and share them on social media, which successfully attracted a large number of users to participate, and improved brand awareness and user engagement.

The media strategies of multinational companies in Singapore also focus on multi-platform linkage and content innovation. Businesses continue to use traditional media, but rely more on digital platforms such as YouTube and LinkedIn for branding. In a multilingual environment, companies need to craft and distribute content tailored to different language groups, while innovating with respect for local cultures. Social media also plays an important role in Singapore, with businesses building communities and engaging with consumers through platforms such as TikTok and Twitter. For example, an international fast food chain brand in Singapore, in cooperation with local opinion leaders, launched a special set meal and promoted it widely through social media, successfully attracting a large number of young consumers. However, there are some challenges that companies face when executing media strategies, such as cultural differences and legal and regulatory restrictions. The high saturation and fierce competition in the Singapore market also adds to the difficulty of strategy execution.

5. Comparison of practice effect

Through a detailed comparative analysis of the effect of media strategy implementation in Hong Kong and Singapore, the following conclusions can be drawn. First of all, in terms of channel selection, although traditional media such as TV and newspapers still have a certain coverage and audience response in both places, digital platforms such as social media and websites are used more frequently and user engagement is stronger. For example, an international FMCG company marketing through Facebook and Instagram in Hong Kong not only increased brand awareness, but also achieved a high conversion rate. In Singapore, the company released a series of short videos via YouTube, which also received a good response. In addition, companies maintain consistency and coherence when using multiple platforms in both locations, ensuring the unity of the brand message and creating significant synergies that enhance the effectiveness of the overall media strategy.

Secondly, in terms of content marketing, localized content marketing can more resonate with consumers and enhance the affinity of the brand. For example, a multinational restaurant chain launched a new product in Hong Kong that incorporates local tastes and was widely publicized through social media. This localized marketing strategy has been warmly welcomed by consumers, not only increasing the brand's exposure, but also promoting the growth of user generated content (UGC). Users actively participate in the brand activities and enhance the word-of-mouth effect of the

brand by sharing their dining experience. In Singapore, the company worked with local opinion leaders to launch a series of cultural fusion dishes and interact on social media, which successfully attracted a lot of attention and further consolidated the brand's market position.

Finally, in terms of the use of social media, social media has become an important platform for enterprises to interact with consumers, especially among young audiences. For example, an international fashion brand has established a close connection with young consumers in Hong Kong through live delivery of goods. The brand not only held a new product launch on Facebook Live, but also opened a flash sale activity through the wechat mini program, which greatly enhanced the stickiness and brand loyalty of fans. In Singapore, the brand launched a TikTok challenge to encourage users to create relevant content, which not only increased the brand's topic heat, but also promoted the community's activity. Through continuous content output and engagement, the brand has managed to maintain an active fan base and drive brand loyalty in both locations.

From the analysis of the above specific cases, it can be seen that multinational enterprises must fully consider cultural differences and policy environment when formulating media strategies, and flexibly adjust strategies to meet the needs of different markets. These findings not only help to understand how multinational companies succeed in creative cities, but also provide valuable lessons for other similar markets

6. Conclusion and suggestion

Through systematic analysis and empirical research, this paper reveals the media strategies and their effects of multinational enterprises in Hong Kong and Singapore, and puts forward corresponding suggestions. In Hong Kong and Singapore, digital media, especially social media, has become an indispensable marketing tool for multinational companies. Although traditional media still have some influence, digital media has become the main communication channel due to its wide coverage and high degree of interactivity. The cross-platform linkage strategy has achieved good results in both places, especially in integrating online and offline resources, forming a unified brand image and enhancing brand recognition. Localized content marketing strategies are effective in both places, especially when it comes to creating emotional connections with consumers. This shows that companies need to deeply understand the culture of their target market and tailor content to meet local needs. User-generated content (UGC) plays an important role in building brand loyalty, and by encouraging users to participate in the creation of content, companies can build closer community relationships. Social media is not only an important platform for brand communication, but also a key channel for businesses to interact with consumers. With a well-planned social media campaign, businesses are able to get a lot of attention and feedback in a short period of time. Community building and maintenance is critical to enhancing brand influence. Active social media communities can not only promote positive word-of-mouth spread of the brand, but also effectively enhance user stickiness and loyalty. Cultural differences are important factors that influence the success of media strategy. Multinational enterprises need to fully consider the cultural characteristics of different markets and adjust their media strategies flexibly. The supportive policies and regulatory requirements of both governments present different challenges for companies to develop and execute media strategies. By adopting the latest technological means, such as artificial intelligence and big data analysis, enterprises can reach their target audience more accurately and provide a better user experience. Based on the above conclusions, it is suggested that multinational enterprises should strengthen localized content marketing and use the power of UGC to enhance the social influence of brands. We should not only make full use of digital media tools, but also pay attention to community building and maintenance. At the same time, we should pay attention to the change of policy environment; And to continue technological innovation. Future research could focus on the long-term effects of media strategies and explore the impact of strategy persistence on brand loyalty and market share. The research can be extended to more countries and regions, and cross-regional comparisons can be conducted on a larger scale to understand the commonalities and differences of media strategies in different market environments. An in-depth discussion of the application and effects of emerging

technologies (such as virtual reality, augmented reality, etc.) in media strategy. Keep track of how changing trends in consumer behavior are affecting media strategy selection and execution.

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