

# Sponsor Meeting Minutes 1

9/12/2016

17:00 to 17:30 SGT

Skype

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**Meeting called by:** Ling Yi, Clara, Sennett

**Note taker:** Clara Ang

**Attendees:** Karl Mak, SGAG  
Clara Ang, Singapore Management University  
Sennett Khong, Singapore Management University  
Ling Yi, Singapore Management University

## *Minutes*

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**Agenda item:** SGAG Company Introduction

**Presenter:** Karl Mak

**Discussion:**

SGAG started in SMU, Created their first meme and gained a lot of attention

Full fledged small company producing content meant for Singaporeans

Related to life in Singapore

- Explored different formats of meme and videos
- Produced meme, videos and articles

Broadcast content through

- Facebook (Largest)
- Twitter
- Instagram
- YouTube
- Mobile Application
- Website

Analytics in SGAG:

- Extraction of Facebook content to understand how the business grow
  - o Increase content reach
  - o Improve content
  - o Understand what people like

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**Agenda item:** Business Problems

**Presenter:** Karl Mak

**Discussion:**

Going deeper into video specific understanding of audience

Directions for video, things that works well, things that are popular on internet

Understand popularity of characters like Xiao Ming, Sue Ann used in Memes and videos

Facebook data can be back dated up to 12 months

**Conclusions:**

Our team will write a proposal and suggest analytics objectives to Karl

Action items	Person responsible	Deadline
✓ Proposal	Our team	
✓ Analytics Objectives	Our team	

## ***Other Information***

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**Observers:**

NA

**Resources:**

NA

**Special notes:**

NA