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MOTHERHOOD MADE EASY

FROM WEDDING BELLS TO BABY CRADLES WITH
NUREN GROUP AND PETRINA GOH

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Written by Tan Jyy Wei Photography by Brandon Eu

Petrina Goh and I are sitting opposite of each other in one of Nuren Group's meeting rooms. The co-founder and CEO – who wears a classy black dress, chic heels and just the right amount of accessories – portrays a sophisticated yet casual disposition, and a willingness to ease into things with her all – even if it is just a casual chat about how Nuren Group came about.

"Nuren Group is a female-centric content, community and commerce platform that follows the important journey of a couple, from getting married to entering motherhood," Petrina tells me, grinning amiably. "We manage a series of platforms that target female audiences across South East Asia. Our products include Motherhood.com.my, Motherhood.co.th, Mamahood.com.sg, Wedding.com.my and Kelabmama.com." Their mission, she explains, is to be a marketplace and media platform for people to review and shop for maternity, babies, children, as well as wedding products. "We essentially want to help couples through certain significant milestones in life," points out Petrina, who is a new mother herself.

She goes on to tell me that Nuren's core offering at the moment are the platforms under the Motherhood umbrella, with the primary target audience being, of course, mothers. "Our social commerce platforms make it possible for them to access useful and informative content, as well as find and shop for products and services – things that would help the modern woman, and make their lives easier." With presence in Malaysia, Singapore as well as Thailand, the Group has a community of 2.5 million mothers in Southeast Asia, with 1.2 million monthly active users, and eight million monthly page views.

To understand how they are able to amass such an impressive community is to take a step back and look at the origins of the Group. "We started off with Wedding.com.my, which was influenced by my personal experience of getting married," smiles Petrina. The ex-banker shares that just like most brides-to-be, she was clueless about planning a wedding, "so me and my then fiancé, Kevin Leow – who is also the co-founder of Nuren – did our research the traditional way; travelling around bridal streets in Kuala Lumpur and Petaling Jaya, and spending all our weekends looking for the right wedding vendors." Petrina pauses briefly to chuckle, and admits that even with all the information and recommendations attained, she still felt confused, perhaps even more overwhelmed than before. "The easier way would be to engage a wedding planner, but that would cost a bit, and actually, many people would like to plan their own big day." She soon got the hand of it and the wedding was a success, and a few months later, an idea came to her: 'why not use all this information and recommendations I gathered from organising my wedding to help others?'

GROWING NUREN

Wedding.com.my was launched in September 2013 as a platform that aggregates wedding-related content and serves as a bridge



between wedding vendors and couples getting married. Examples of how they help curb the frustrations of the bride and groom include a visual search engine for users to look for wedding ideas by colours, themes, categories as well as ethnicity, and offering a list of wedding vendors that offer fair prices via their online shop. These wedding vendors have gone through rigorous screening and are only engaged with if they have a good track record. Even wedding photographers are required to be registered under a company in order to be listed on the site. All these are because that is the whole idea of Wedding.com.my – to enable you to plan your own wedding with ease and peace of mind.

"It was one of the first few social commerce platforms for weddings in the country," Petrina says with a proud grin. Today, wedding.com.my is Malaysia's largest one-stop website for wedding planning. The site lists as many as 2000 wedding

shops and vendors from Malaysia, Singapore and Thailand, providing services which include wedding gowns, makeup, photography, venues, catering services, cakes, wedding invitations and emcee services, as well as a variety of wedding planning concepts for customers to choose from.

Relating Wedding.com.my to how their Motherhood.com.my community is a 2.5 million strong community, Petrina points out that it's merely a progression – her users who got married would be naturally progressing to the next stage, which is to start a family. "I've had brands that specialise in baby and children products asking for something like a Wedding.com.my database," – it's simply a practical and resourceful way of getting new clients, when you think about it.

The conversation starts to take on a more serious tone, with the 36-year old transitioning into full-blown entrepreneur mode as she talks about this aspect of the company's evolution. "Motherhood.com.my has the largest pool of new mothers in the region, making it a perfect platform and digital enabler for brands to market their products and services to our region-wide female community."

The Group also works with brand owners and agencies, offering them a range of advertising services on top of connecting them with their desired audience. "It is not just impressions and clicks, but also targeted recommendations, leads and sales – we are able to provide all of that," she says, her voice and eyes filled with conviction. This is basically what makes them unique – the ability to help brands launch campaigns that track the entire conversion funnel. "We now have over 5000 baby brands in our platform, and normally can reach out to eight out of ten new parents," she continues. "It's very satisfying. Being able to bring Motherhood to the point of being one of the leading digital platforms, and a recognised brand among the Southeast Asian female community – this is one of my proudest achievements."

But they don't intend to stop just there. The CEO points out that their next step is to continue to grow their regional footprints, especially their presence in Thailand. "We are also going to focus on helping good emerging local brands to expand outside of their single dominant country, and just generally want to make great products more accessible for all mums." There are big plans in store for the Nuren Group – all of which stay true in helping others through significant stages in life – and rest assured that Petrina is determined to make them happen.



WITH PETRINA GOH,
CO-FOUNDER &
CEO OF NUREN GROUP



Seeing positive notes and hearing encouraging words

Building a brand is tough, especially when you are up against many big players in the industry. Plus, coming from a management consulting and investment banking background, it was not easy for me to manage a digital community-driven company. I am lucky to be supported by a diversified team of 70 people with strong domain knowledge and capabilities.