



a **marcusevans** event



Singapore

19th – 21st March 2012

“In advertising, the beginning of **greatness** is to be **different**, and the beginning of failure is to be the **same**.”

Raymond Rubicam 1892-1978, American Advertising Pioneer

Translating customer insights and branding strategies into integrated marketing campaigns to engage customers in the digital generation



Key international presentations from:

Christian Parkes Global Senior Director of Marketing
Levi's, US

Mark Philips Chief Marketing Officer – Asia Pacific
GE Healthcare, China

Tim Parkinson Chief Marketing Officer
Pengda Sports, China
Former Marketing Director, Greater China
Diageo

Chang Park Executive Director - Analytic Consulting, Asia Pacific, Middle East & Africa
Nielsen

Gary Raucher VP, Head of Brand & Communications
Philips Consumer Lifestyle, Netherlands

Mark Liversidge Chief Marketing Officer
CSL, Hong Kong

Jayant Murty Asia Pacific Director, Brand Strategy & Integrated Marketing
Intel, Hong Kong

Sean Rach Director, Regional Marketing
Prudential Corporation Asia, Hong Kong

Mikko Kotila Founder & CEO
Statsit, Malaysia

Jamie Reigle Director of Corporate Development
Manchester United Football Club, UK

Albern Murty Chief Marketing Officer
DiGi Telecommunications, Malaysia

Andrew Condron Head of Consumer Insights & Analytics
ANZ Bank, Australia

Barbara Lamprecht Director, Brand Management and Strategy - Skoda China
Volkswagen Group, China

Highlighting case studies from distinguished experts:

Samir Singh Global Brand VP
Unilever, Singapore

Stuart Cameron VP, Regional Sponsorships
Mastercard, Singapore

Vivek Kumar Director
National Trades Union Congress (NTUC), Singapore
Chairman, Asia Pacific Advisory Board
Global Chief Marketing Officer Council, US

Sam Ahmed Director, Beverages – Asia Pacific
Kraft Foods, Singapore

Robbie Hills Head of Rich Media – Asia Pacific
Google Inc., Singapore

Sandeep Khanna VP, Corporate Marketing – SEA
LG Electronics, Singapore

Nam Ji Hee VP, Digital Media – South East Asia, Greater China & Korea
Viacom International Media Networks, Singapore

Rajdev Narula Senior Director, Trade Shopper Marketing
Philips Consumer Lifestyle, Singapore

Mark Sandys Category Director, Whisky & Reserve – Asia Pacific
Diageo, Singapore

Sophia Ng Executive Director, Brand & Marketing
Singapore Tourism Board

Howie Lau VP, Marketing & Communications, Emerging Markets Group
Lenovo, Singapore

Damien Cummings Online & Social Media Director - Consumer & SMB
Dell Global, Singapore

Jaimohan Thampi Head of Consumer Products – APJC
Cisco Systems, Inc., Singapore

Exclusive Post Conference Workshop

Workshop: Customer Engagement

Alexandre Meerson Managing Partner

La Boutique de Luxe, UK

Building deeper, more meaningful and sustainable interactions to drive greater customer engagement with brands



large scale events

www.brandcouture-lse.com

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Monday 19th March 2012

- 0830 Registration and morning coffee**
- 0900 Opening and welcome remarks from the chairperson**
- 0910 Plenary One - Brand innovations for today's digital generation: Giving people what they want in a way they have never experienced before**
Christian Parkes Global Senior Director of Marketing
Levi's, US
- 0950 Plenary Two - From discretionary attention to strategic imperative: Strengthening brand engagement through Corporate Social Responsibility (CSR)**
Samir Singh Global Brand VP
Unilever, Singapore
- 1030 Morning refreshments**
- 1100 Plenary Three - How does brand investment translate into brand value and growth?**
Chang Park Executive Director - Analytic Consulting, Asia Pacific, Middle East & Africa
Nielsen
- 1140 Plenary Four - Developing credibility in an age of scepticism: Maintaining brand fidelity in the face of heated competition and changing consumer behaviour**
 Speaker to be announced
- 1220 Plenary Five - Unravelling the tangible benefits of branding: Combining brand positioning and thought leadership to spur growth opportunities**
Mark Philips Chief Marketing Officer – Asia Pacific
GE Healthcare, China
- 1300 Luncheon hosted by** 

Stream One Consumer Insights

- 1400 Chairperson's opening remarks**
 Senior Representative
Nielsen
- 1405 Leveraging on consumer insights gleaned from customer data to develop new product ideas and to enhance product innovation**
- Targeting product lines at your key segments to maximise revenue
 - Utilising data captured through a variety of sources to process customers' hidden needs and wants
 - Leveraging on feedback to ensure the final product is what the customer wants
- Jaimohan Thampi** Head of Consumer Products - APJC
Cisco Systems, Inc., Singapore
- 1450 Analysing customer data from different touch points to get a holistic view of customer purchasing decisions (Topic to be advised)**
- Analysing how customer behaviour has changed and its impacts on multi-channel marketing
 - Reaping the benefits of collected data to enhance and influence customer experience
 - Navigating through different touch points from traditional in-store to latest personalised smart phone communications
- Mikko Kotila** Founder & CEO
Statsit, Malaysia
- 1535 Afternoon refreshments**
- 1600 Winning the race for the last mile: Crafting your retail strategy to influence the purchasing decision at the final moment of truth**
- Engaging with internal and external customers throughout all channels to enshrine your brand proposition
 - Translating shopper insights into marketing strategy and merchandising materials for retail execution
 - Creating the best in-store environment with retailers to enhance the shopping experience
- Rajdev Narula** Senior Director, Trade Shopper Marketing
Philips Consumer Lifestyle, Singapore
- 1645 Marketing to the youth: A case study of Pengda Sports**
- Connecting with China's youth to create long-term brand ambassadors
 - Integrating marketing efforts with product development to connect and communicate with the youth
 - Keeping it real – the importance of authenticity to your brand
- Tim Parkinson** Chief Marketing Officer
Pengda Sports, China
 Former Marketing Director, Greater China
Diageo
- 1730 Chairperson's closing remarks**
- 1735 End of Day One**

Stream Two Brand Renaissance

- 1400 Chairperson's opening remarks**
Vivek Kumar Director
National Trades Union Congress (NTUC), Singapore
 Chairman, Asia Pacific Advisory Board
Global Chief Marketing Officer Council, US
- 1405 Brand transformation: Repositioning your brand through brand imagery and activation to reframe the category**
- Reigniting lapsed users by communicating values of your brand DNA
 - Driving frequency in loyal users by analysing purchasing insights
 - Utilising engagement metrics as benchmarks to drive market growth
- Sam Ahmed** Director, Beverages – Asia Pacific
Kraft Foods, Singapore
- 1450 Contemporising brand packaging to refresh the brand image and influence consumers' purchase decisions**
- Reinforcing brand identity in the minds of customers by ensuring that new packaging communicates the product's key assets
 - Ensuring size, label, colour and other design elements work together to sell the brand
 - Communicating new packaging to retailers and customers to augment sales
- Speaker to be announced
- 1535 Afternoon refreshments**
- 1600 Global strategies, local activation: Fine-tuning your branding approach to engage local consumers**
- Maintaining your global brand image and integrity whilst catering to local tastes
 - Optimising marketing investments in priority brands and ramping up innovations to differentiate yourself from the competition
 - Delegating decision-making responsibilities to local management to tap their cultural knowledge
- Mark Liversidge** Chief Marketing Officer
CSL, Hong Kong
- 1645 Driving growth and customer engagement through innovative brand partnerships and corporate sponsorships**
- Boosting awareness and augmenting revenues by identifying partnership opportunities in today's market
 - Assessing the value proposition of partnerships to the brand as the critical factor in partnering
 - Evaluating the success of co-branding partnerships
- Stuart Cameron** VP, Regional Sponsorships
Mastercard, Singapore
- 1730 Chairperson's closing remarks**
- 1735 End of Day One**

Stream Three New Age Media & Advertising

- 1400 Chairperson's opening remarks**
- 1405 Standing out from the crowd: Fostering greater interaction between your brand and your audience through social media channels**
- Exploring the challenges of today's marketing environment and what they mean for the future of social media marketing
 - Determining the best channel that fits in with your target market – blogs, Facebook, Twitter, etc
 - Achieving the right balance of marketing and relationship building in social media to sustain consumer engagement
- Damien Cummings** Online & Social Media Director - Consumer & SMB
Dell Global, Singapore
- 1450 Consumer first, channel second: Modernising your media mix to maximise reach**
- Navigating the increasingly complex and fragmented media environment to effectively reach out to and engage customers
 - Optimising your marketing spend by focusing on channels which appeal most to your customer
 - Designing a proper fit by linking your strategic marketing objectives with your social network marketing plan
- Speaker to be announced
- 1535 Afternoon refreshments**
- 1600 Weaving social media into your marketing campaigns to create a more integrated and effective campaign**
- Exploring how global brands create value and drive revenues from their social media campaigns
 - Ensuring that the brand message throughout all channels is consistent to prevent message dilution
 - Benchmarking with social media best practices from across industries
- Sean Rach** Director, Regional Marketing
Prudential Corporation Asia, Hong Kong
- 1645 Balancing your media mix in the age of media fragmentation to maximise ROI and effectiveness**
- Measuring your digital advertising's effectiveness across channels and consumer touch points
 - Allocating your media budgets based on measurements: Ways and means of optimising your media spend
 - Gaining increased confidence in justifying your marketing spend for digital media
- Howie Lau** VP, Marketing & Communications, Emerging Markets Group
Lenovo, Singapore
- 1730 Chairperson's closing remarks**
- 1735 End of Day One**

Tuesday 20th March 2012

0830 Registration and morning coffee

0900 Opening and welcome remarks from the Chairperson

0910 **Plenary One - Humanising the brand experience: Driving greater brand engagement by adopting a customer-centric approach**

Sandeep Khanna VP, Corporate Marketing – SEA
LG Electronics, Singapore

0950 **Plenary Two - Drowning in a sea of information: Crafting relevant brand messages that reach out and engage the consumer across all brands' touch points**

Gary Raucher VP, Head of Brand & Communications
Philips Consumer Lifestyle, Netherlands

1030 Morning refreshments

1100 **Plenary Three - Entering the age of innovation: Addressing the differentiation dilemma through product innovation**

Albern Murty Chief Marketing Officer
DiGi Telecommunications, Malaysia

1140 **Plenary Four - Capitalising on social media to encourage greater brand loyalty**

Jamie Reigle Director of Corporate Development
Manchester United Football Club, UK

1220 **Plenary Five - Panel Discussion: Elevating the role of branding within your organisation: Aligning brand objectives with corporate strategy to achieve a win-win situation**

Speaker to be announced

1300 Lunch

Stream One

Consumer Insights

1400 Chairperson's opening remarks

1405 **Deploying smart centre analytics to capture and monitor customer interactions to extract hidden insights and improve customer service**

- Examining your data for untapped revenue to limit marketing spend
- Critically evaluating existing propositions in view of the ever-changing consumer requirements
- Exploring methods in maximising cross and up-selling opportunities to meet customer needs

Barbara Lamprecht Director, Brand Management and Strategy - Skoda China
Volkswagen Group, China

1450 **Mobilising brand loyalists to become active advocates for greater competitive advantage**

- Identifying key influencers and their motivations to craft your activation strategy
- Carefully constructing retention plans that increase customer engagement and attention
- Offering exclusives to your core followers through social media channels – a clever way to build loyalty and relationships?

Speaker to be announced

1535 Afternoon refreshments

1600 **Utilising the power of precision marketing to better engage customers: Assessing how relevance drives response and relationship**

- Formulating a target audience specific brand proposition to launch integrated marketing campaigns
- Moving beyond simple personalisation to variable customer attributes for greater engagement
- Maximising response and customer relationship building through the use of personalised messaging campaigns

Andrew Condron Head of Consumer Insights & Analytics
ANZ Bank, Australia

1645 **Collaborating with customers to jointly create customised products and services through co-creative processes**

- Capitalising on global trends and increased connectivity to crowd-source new ideas for product development
- Creating an interactive system to engage and excite customers over new product innovations
- Balancing the need for protecting brand equity with customer expectations: Who owns the brand?

Speaker to be announced

1730 Chairperson's closing remarks

1735 End of Day Two

Stream Two

Brand Renaissance

1400 Chairperson's opening remarks

Vivek Kumar Director
National Trades Union Congress (NTUC), Singapore
Chairman, Asia Pacific Advisory Board
Global Chief Marketing Officer Council, US

1405 **Cultivating service brand equity: Maximising your service branding efforts by focusing on reach, recognition and reputation**

- Creating a favourable, strong and unique brand association in the minds of customers
- Driving brand recognition and corporate reputation through integrated communications
- Leveraging on your brand equity to generate greater preference and purchase intentions

Jayant Murty Asia Pacific Director, Brand Strategy & Integrated Marketing
Intel, Hong Kong

1450 **Managing your brand's reputation in the social era: Taking a proactive approach to address customer complaints and concerns (Topic to be confirmed)**

- Crafting an action plan to manage and protect your corporate reputation
- Establishing a reserve of "reputational equity" that can assist your organisation to withstand uncertainties
- Analysing reputational disasters and uncovering strategies to control collateral damage

Mark Sandys Category Director, Whisky & Reserve – Asia Pacific
Diageo, Singapore

1535 Afternoon refreshments

1600 **Taking a consumer approach to destination marketing: A case study on Singapore Tourism Board**

- Identifying and profiling market segments of existing visitors to craft the right media strategy
- Capitalising on travel trends to create a compelling and integrated branding campaign
- Measuring the success of the campaign through social media and tourist feedback

Sophia Ng Executive Director, Brand & Marketing
Singapore Tourism Board

1645 **Appealing to a wider market and sustaining brand growth via brand extensions**

- Developing related products that complement the existing brand and offer distinct benefits
- Comparing and contrasting existing offerings to prevent cannibalisation of customers
- Maintaining the core brand equity to prevent brand dilution

Speaker to be announced

1730 Chairperson's closing remarks

1735 End of Day Two

Stream Three

New Age Media & Advertising

1400 Chairperson's opening remarks

1405 **Engagement matters: Leveraging branded content in the digital realm to forge stronger relationships with customers**

- Developing compelling content and customising it for optimal brand positioning and awareness
- Creating original content to secure direct engagement with the online audience
- Shepherding your brand's reputation online by monitoring online channels and engaging with customers

Nam Ji Hee VP, Digital Media – South East Asia, Greater China & Korea
Viacom International Media Networks, Singapore

1450 **Getting connected: Leveraging on the growth of smart phones and tablet technologies to connect and interact with customers in the mobile sphere**

- Adapting your mobile marketing strategy to effectively engage users
- Creating usable and valuable content for your followers
- Tying in online and mobile channels to enable customers to freely converse with the brand

Speaker to be announced

1535 Afternoon refreshments

1600 **Finding the right marketing yardstick: Measuring your ROI from social media using engagement metrics**

- Looking beyond monetisation to engagement as a means of assessing social media effectiveness
- Justifying social media investment to the board: Tying engagement to revenue targets
- Leveraging on engagement metrics to create new marketing campaigns and product offerings

Robbie Hills Head of Rich Media – Asia Pacific
Google Inc., Singapore

1645 **Transitioning from online customer engagement to offline purchases: Converting the digital experience to revenue**

- Widening your business exposure and increasing your visibility through digital media
- Converting today's digital natives to tomorrow's consumers by connecting through multiple touch points
- Closing the loop: Measuring the effectiveness of online engagement with sales results

Speaker to be announced

1730 Chairperson's closing remarks

1735 End of Day Two

Wednesday 21st March 2012

Customer Engagement Workshop

Building deeper, more meaningful and sustainable interactions to drive greater customer engagement with brands

Session One

Understanding the new customer purchasing paradigm of today

- Gaining a clearer understanding of the impact of the internet on the customer purchasing funnel
- Focusing on customer centricity: Gauging competitive intelligence in profiling customer's data to gain insights on the latest trends in shopper behaviour
- Brands vs. Retailers: Opportunities and challenges for increased engagement

Session Two

Planning an effective engagement strategy and campaign

- Examining cross-channel strategies to engage with customers: Buy Online, Purchase Offline (BOPO) principle, acquisition, retention and loyalty
- Adapting your marketing strategies to create high level of brand awareness and loyalty in emerging markets
- Comparing and contrasting the various social networks to determine the best fit for your organisation: Twitter, Facebook, LinkedIn, YouTube and Flickr
- Focusing on SEO as a means to funnel customers to your chosen channels
- Balancing traditional media use with digital media to increase reach and effectiveness
- Aligning marketing resources by thoughtfully investing in areas where consumers spend their time: Shifting resources from paid media to self-owned media and earned media
- Developing a customer engagement plan and gathering the necessary resources for your campaign
- Examining key planning imperatives for a successful campaign

Session Three

Winning tactics to maximise engagement and forge deeper connections

- Capitalising on the ability to build relationships rather than merely sell a product
- Offering a variety of communication channels and using them to engage in two-way dialogues with customers
- Tailoring the method of contact to the type of customer to deliver personalised, consistent and quick responses to attract and retain customers' attention
- Integrating digital media into your current marketing, sales and public relations programs to create a holistic customer experience
- Revolutionising e-commerce and e-marketing to create synergies between business, brand and marketing
- Developing compelling content and customising it for optimal brand positioning and awareness
- Adapting social media strategies to cultural and country specific behaviours in Asia to maximise engagement effectiveness
- Leveraging on mobile/online gift vouchers and cards to promote sales and enhance brand engagement

Session Four

Measuring and monitoring your progress and the impact of your engagement campaign using analytics and metrics

- Determining the effectiveness of your campaign by benchmarking with your competitors
- Monitoring the number of visitors who are actually interacting with your content
- Assigning monetary values to your metrics to measure the ROI of your digital marketing efforts
- Drawing on profile engagement using vitality metrics to determine the total number of profile visits
- Leveraging on customer satisfaction as a general guide to customer engagement
- Evaluating your brand's business impact, platform influence and program engagement – Tools and tips

Session Five

Closing the loop: Continually mining data and content about your customer to develop new content and capabilities to engage them

- Creating a company culture that supports engagement by spreading engagement to employees beyond the digital media team
- Reducing complexity through centralised coordination: Modularising and synchronising content across channels
- Building a community through collaboration, conversation and connecting people around their passions to generate greater business impact
- Using customer interaction data and feedback to improve sales strategy and product design

About the workshop

The challenge for today's companies is neither in finding customers nor creating a high-quality offering but maintaining a high level of customer engagement. According to a Economist Intelligence Unit (EIU) survey, many executives believe that a greater degree of customer engagement would translate into a number of benefits for their company: improved customer loyalty (80%), increased revenue (76%) and increased profits (75%). Faced with highly demanding and fickle customers, the degree to which a company succeeds in creating an intimate long-term relationship with the customer will be imperative for its survival.

This one-day workshop focuses on enlightening participants on the latest in customer engagement through marketing, loyalty and retention practices, via online and offline channels. Through a mix of case study presentations, exercises and group discussions, this workshop will equip participants with the skills and tools to create experiences that allow companies to build deeper, more meaningful and sustainable interactions and drive greater customer engagement with their brands.

By attending this workshop you will gain insights into:

- **Crafting** an effective engagement strategy to raise brand awareness and customer loyalty
- **Developing** appropriate content by combining the traditional marketing mix and online marketing strategy
- **Leveraging** on the latest tools available to evaluate your engagement campaign
- **Translating** online engagement to offline purchasing to drive greater sales growth
- **Creating** customer journeys that are engaging for your customers

About the workshop leader

Alexandre Meerson is an expert in e-commerce & cross-channel retail for global luxury and lifestyle brands. His consultancy - La Boutique de Luxe - helps brands deliver commercial innovation and change through superb customer experience, digital marketing & international distribution.

The founder and curator of the Digital Luxury Brands online networking group, Alexandre constantly researches ways to combine brand experience with product knowledge and hard working e-commerce to generate sustainable revenue, profit and customer loyalty.

For the last 20 years, Alexandre has worked on "both sides of the fence", combining 7 years in digital marketing agencies and e-commerce consultancies and over 13 years in corporate leadership roles internationally.

He started his career in his family's luxury watches and jewellery business, where he managed a profitable network of concept stores in major cities and concessions in luxury and department stores internationally. At LVMH and then at EURO-RSCG, he explored the then nascent power of interactive communications. One of the pioneers of the Internet and CRM, he went on to build some of the first web design, digital publishing and marketing consultancies in the mid 90's and has since 2000 worked around the globe for blue-chip companies. Alexandre settled down in the UK in 2005 and later joined ESPA, the British luxury skincare and spa company to help them build their direct sales and e-commerce business.

Today, Alexandre heads up La Boutique de Luxe, a specialised cross-channel marketing and sales consulting firm. His clients include the world's leading luxury fashion and accessories, beauty and skincare, jewellery, multi-branded fashion retail and travel and hospitality companies. His unique blend of experiences on behalf of prestigious luxury and lifestyle brands and recognised B2B businesses places him in a strong position to share his expertise in the fields that underpin successful online retail and business transformation.

Programme Schedule

0830	Registration and coffee
0900	Morning session commences
1030	Morning refreshments and networking break
1100	Morning session re-commences
1230	Networking luncheon
1330	Afternoon session commences
1500	Afternoon refreshments & networking break
1530	Afternoon session re-commences
1700	Workshop concludes

Business Opportunities

A limited amount of sponsorship opportunities are available for this conference. These include, but are not limited to opportunity to present case studies, exhibit, host networking functions, and benefit from the extensive branding and marketing exposure generated throughout the lifecycle of the event.

For further information please contact **Peter Morgan** on **+61 2 9238 7200** or email **peterm@marcusevansau.com**

Acknowledgement

marcus evans would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates who have contributed to and supported the **marcus evans Brand Couture** Large Scale Event. We would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of **marcus evans** we hope you have a rewarding, enjoyable and productive time. We personally look forward to meeting you all and working with you at our future Large Scale Events planned in 2012. See you in March!

Our Business Partners

About the Platinum Sponsor



Nielsen is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. With a presence in approximately 100 countries, we provide clients with critical insights and analytics around what consumers watch (television, online and mobile) and what they buy (how much, how often and where – both online and in-store). By delivering a comprehensive understanding of consumers and consumer behaviour, we help our clients maintain and strengthen their market positions and identify opportunities for profitable growth. For more information, visit www.nielsen.com.

About the Silver Sponsor



Statsit is the first company to combine the methodologies, quality and credibility of the research industry with real-time access to consumer "responses" waiting in the social media. Globally leading agencies and 20 out of the TOP50 global advertisers benefit from our market changing research.

With our revolutionary technologies and expert analysts, you'll find new ways of creating meaningful and long lasting relationships with your customers. Our passion is to change the way you look at research and use insights to incite change within your brand and audience. We relentlessly seek the right answers and identify the pots of gold that help you to dominate your markets.

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About the Endorsers



The Marketing Association of ANZ (MAANZ International) is an internet focused, not-for profit professional and educational organisation with over ten thousand members and subscribers globally that span a variety of disciplines (practitioners, consultants, academics, students and companies). MAANZ provides a wide range of opportunities and specific products for member's professional development, recognition, education and training. Visit our website www.marketing.org.au or email us info@marketing.org.au



Point of Purchase Advertising International (POP AI) is the only global, not-for-profit, industry association exclusively dedicated to serving the interests of all those involved in retail marketing. POPAI has 19 national offices covering 45 countries and more than 1,700 members worldwide. The organisation works to establish and maintain excellence in all aspects of retail marketing communications, raise standards of business practices and provide its' membership with information to ensure its continued position as a vital part of the marketing mix. www.popai.com.au

About the Endorsers



The Marketing Institute of Singapore, the national professional body for marketers. Since 1973, the Marketing Institute of Singapore has nurtured more than 20,000 sales and marketing practitioners through its Training Academy and provided the networking opportunities for thousands of its members. The Institute will continue to serve the community to fulfil its new vision of "Creating Marketers" through quality education and by connecting a community of marketers.



The **Sales and Marketing Institute International** is the leading professional body of sales and marketing professionals in the Asian region, with over 10,000 members and affiliates. SMI promotes excellence in sales and marketing and leads the development of professional standards and practice. SMI offers the globally recognized Certified Sales Professional (CSP) program for sales executives and managers. For more info, visit www.smiglobal.org or email info@smiglobal.org



Superbrands is committed to paying tribute to exceptional brands and promoting discipline of branding. The benefits to those brands who are granted Superbrands status are considerable. Brands are only eligible if they are selected by our independently commissioned consumer research and by the Superbrands Council made up of prominent Marketing and Advertising professionals



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Held In



The Singapore Tourism Board (STB) is known for partnership, innovation and excellence. STB champions tourism making it a key economic driver for Singapore. We aim to differentiate and market Singapore as a must-visit destination offering a concentration of user-centric and enriching experiences through the "**YourSingapore**" brand. For more information, please visit www.stb.gov.sg.

Benefits of attending this premier marcus evans event include:

- **Capitalising** on insights gained from consumer behaviour and its impact on marketing and branding strategies
- **Driving** innovation to capture untapped markets and retain existing ones through new product extensions
- **Broadening** the appeal of your brand through creative partnerships
- **Embedding** the corporate brand within your organisation to foster greater focus amongst employees and to deliver a great customer experience
- **Determining** the optimum channels to ensure your marketing message is not diluted in today's fragmented media landscape
- **Integrating** social media into your marketing campaigns to drive response and customer engagement
- **Maximising** on limited budgets to get the best ROI for your marketing spend
- **Focusing** on shopper marketing as a means to influence purchasing at the last mile
- **Catalysing** brand marketing transformation through distinctive positioning, unmistakable advertising and innovation

Who Should Attend

Presidents, CMOs, SVPs, EVPs, VPs, MDs, Executive Directors, Directors, GMs, Heads and Senior Management of:

- Marketing / Marketing Services
- Branding / Brand Management
- Category Development/ Management
- Online Marketing / E-Commerce
- In Store Marketing
- Business Development
- Market Intelligence
- PR / Corporate Communications / Corporate Affairs
- Customer Experience/ Customer Relationship Management
- Trade Marketing/ Shopper Marketing
- Interactive / Digital / Social Media
- Business Strategy/ Strategic Planning
- Sales & Marketing
- Advertising / Media Management
- Customer Insights

From:

- FMCG
- Retail
- Consumer Health Care
- High-Tech
- Banking & Financial Services
- Airlines
- Food & Beverage
- Luxury
- IT & Telecommunications
- Pharmaceuticals
- Transport & Logistics
- Automobile

Secondary Market:

- Branding Consultants
- Digital / Social Media Consultants
- PR/Communication Advisors
- Mobile Marketing Specialists
- Marketing Technology Solution Providers
- Business Intelligence/Customer Analytics/Consumer Research Companies
- Marketing Strategy Consultants
- Design and Packaging
- Outdoor Advertising Specialists
- Web Analytics Companies

Geographical Target Market:

South East Asia	60%
South Asia	20%
Middle East/ Africa	10%
Others	10%

About the Media Partners

GLOBAL RETAIL NEWSLETTER LA LETTRE DE LA DISTRIBUTION INTERNATIONALE

Global Retail Newsletter has for objective to inform on the evolution of global retailing, new markets and new competitors, real estate...

It is released in French under the title "La Lettre de la Distribution Internationale" and in English "Global Retail Newsletter".

It is published worldwide and is read by general management and international departments of retail firms, industrials in consumer goods, banks, investors, developers, consultants....

brandchannel.com

Brandchannel is an award-winning magazine dedicated to providing the world's leading online exchange about branding. Its free resources include original articles, industry expert white papers, global listings for conferences and jobs to enhance brand awareness. Learn about important issues, which affect brands now and in the future, by visiting www.brandchannel.com.

Why you cannot miss this event?

With Asian economies continuing to lead the way to global recovery, the battle for customers' hearts, minds and wallets is intensifying. Customers are increasingly more demanding, set higher expectations, better connected, well-informed and vocal in using new digital channels to convey their pleasure (or displeasure) of the products and services that they buy.

In such an environment, brand owners have to ensure that their brands' merits and benefits are conveyed throughout the entire organisation and at all touch points. They need to tailor their strategies across channels, in-store & out; online & off; and conduct holistic campaigns that cut through the line for maximum effectiveness.

Brand Couture focuses on delivering the latest cutting-edge innovations, offer winning insights to the customer psyche, and change the way marketing is looked at by the entire organisation. Through inspirational keynotes, a focus on the future, presentations on game-changing and disruptive innovations, Brand Couture will invite you to the boudoirs of marketing experts, sharing their secrets to empower you to reclaim marketing's role in defining the future of your company.

The streams allocated in the agenda include:

DAY 1

Stream 1: Consumer Insights I

Stream 2: Brand Renaissance I

Stream 3: New Age Media & Advertising I

DAY 2

Stream 1: Consumer Insights II

Stream 2: Brand Renaissance II

Stream 3: New Age Media & Advertising II

About the Media Partners

EMF
EXPERIENTIAL MARKETING FORUM

The Experiential Marketing Forum (EMF) is an international community of people who share ideas and keep abreast of the newest trends and things happening in the world of experiential marketing. Invite all of your colleagues to join this think tank and share ideas that benefit marketers and their customers.

e-marketer

The **e-Marketer** is a monthly online publication launched in January 2007 with a circulation of more than 9,000. Other than featuring the latest content updates from the i-Marketer, it also highlights upcoming events that the Marketing Institute organises and support. Its wide readership is made up of mainly Professionals, Managers, Executives and Businessmen (PMEBs).

Asian eMarketing

Asian eMarketing - <http://www.mediabuzz.com.sg/mediakit/mediakit-AeM.htm> - is a pioneer in its field in Asia and has been developed to empower e-marketers in the vibrant, ever-changing electronic marketing environment. It is currently a quarterly guide that is distributed to 11,000 top decision and marketing decision-makers in the region. Key sections include e-marketing tips, best practices and trends/statistics, legislation affecting e-marketing, training the spotlight on companies and their e-marketing campaigns and e-marketing leadership profiles.

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