

campaign 中国 ASIA'S TOP 1000 BRANDS 2016

Thursday, 11th August 2016
Jing An Shangri-La Hotel, SHANGHAI

2016年8月11日，周四
上海静安香格里拉大酒店

Headline Partner 主要合作伙伴



Partners 合作伙伴



Supporter 支持伙伴



Research Partner 调研伙伴



08:00 Registration and networking breakfast

09:00 Campaign's opening remarks
Jenny Chan, Senior Reporter, *Campaign Asia Pacific*, Hong Kong

09:10 Nielsen's findings
Lynn Xu, Senior Vice President, Greater China Practice Leader, *Nielsen*

09:35 Taking mobile to the next level

Mobile marketing and advertising is becoming less effective in China. Attitudes towards mobile advertising are less receptive than on other mediums. In order to drive purchase intent, brand awareness and brand favourability businesses must learn to optimise creative.

- How to engage your consumer using emotion, creating relevant content and earning the respect of your customer
- The importance of consistent consumer engagement and rewarding your customers
- How to use the availability of additional branded assets to extend your target audience reach
- Examining insightful ways of creating and optimising branded apps and sharing the customer's journey to achieve competitive advantage

Panelists:
Kiki Fan, General Manager, Planning & Implementation, *Tencent*, China
David Porter, Vice President, Media, *Unilever*
Annabel Lin, Director of Sales, *Google*

Moderator:
Alvin Foo, Head of Airwave (Mobile unit), *OMD*

10:05 Questions & answers

10:15 How should companies best utilise Key Opinion Leaders in their branding strategy?

China has experienced a surge in the use of KOLs (Key Opinion Leaders) in recent years, not always to good effect. While KOLs have the potential to influence consumers, brands must be able to determine ROI from using them.

- How to measure and maximise the effectiveness of KOLs by reducing high costs and avoiding fake or irrelevant followers
- How to stay authentic and identify the KOLs that have a natural connection with your audience
- The impact of an ineffective KOL as your brand ambassador

Panelists:
Calvin Chan, Chief Operating Officer, *AdMaster*
Kelly Xing, Head of Digital, *Mondelez*

Moderator:
Aries Hou, Associate GM of Consumer Goods BU & Managing Director of Global Acceleration Department, *BlueFocus Digital*

10:40 Questions & answers

10:50 Networking coffee break

11:20 Leading brand case study: Driving Credibility and Relevancy in the Digital Age

Speaker:
Rene Co, Head of Communications, *Procter & Gamble*

11:40 Understanding the crucial role of data in your brand-building and marketing strategies

The challenges to incorporating data marketing strategies are plentiful. There are no standardised measures or metrics for different sources of data; each touch point will have its own idea of what a 'click' is; multi-brand companies have different KPIs for data marketing; and the commercial value of utilising data is difficult to quantify or convince upper management of.

- How brands can include qualitative and quantitative data in their strategies
- How to integrate social, web/ecommerce and offline metrics to successfully identify your target market

Panelists:
Ibrahim Dai, Head of Global Business, *TalkingData*
Albert Sim, VP Research and Consulting, *Miaozhen Systems*

Interviewer:
Jenny Chan, Senior Reporter, *Campaign Asia Pacific*

12:00 Questions & answers

12:10 Event finishes

08:00 注册并享用社交早餐

09:00 Campaign 致开幕辞
 陈咏欣, Campaign 亚太, 资深记者

09:10 尼尔森调查结果
 许丽平, 尼尔森, 大中华区解决方案高级副总裁

09:35 让移动营销更上一层楼

在中国投放移动营销和广告的有效性正在降低。相比其他媒介, 市场对移动广告接受态度较低。为了推动购买意愿, 品牌必须在品牌意识和品牌有效性方面学习如何优化创意。

- 如何通过情绪的运用、相关内容的打造及顾客的青睞吸引您的消费者。
- 重要的是保持与消费者的互动并给予他们奖励。
- 如何运用品牌现有的多余资产拓宽您的目标群体范围。
- 分析品牌在创造和优化应用程序中运用的富有远见的方法, 与顾客分享您的开发历程, 以此获得竞争优势。

小组讨论成员:

范奕瑾, 中国腾讯网络媒体, 事业群策划交付部总经理

David Porter, 联合利华, 大中华区媒介副总裁

林好真, 谷歌, 销售副总裁

主持人:

符传志, 浩腾媒体, 大中华区移动业务部总监

10:05 问答环节

10:15 公司在制定品牌策略时应如何最大程度地利用关键意见领袖?

近年来, 中国涌现了大量的关键意见领袖, 但是他们并不总是发挥著积极的作用。虽然关键意见领袖有影响消费者的潜质, 但是品牌必须明确他们能为您带来的投资回报率。

- 如何衡量并最大化关键意见领袖的作用, 如降低成本, 杜绝虚假或无关粉丝的关注。
- 如何在展现品牌真实性的前提下发现与您的消费者有著天然连结的关键意见领袖。
- 任命无效的关键意见领袖作为品牌大使的影响。

小组讨论成员:

陈传洽, 精硕科技, 首席运营官

Kelly Xing, 亿滋国际, 媒体和策划部总监

主持人:

侯汗灵, 蓝标数字, 消费事业群组副总监 兼 国际事业加速中心总监

10:40 问答环节

10:50 社交茶歇

11:20 顶级品牌案例研究: Driving Credibility and Relevancy in the Digital Age
 Rene Co, 宝洁, 传播与公共部总监

11:40 了解数据在您建立品牌和营销战略过程中至关重要的作用

数据和营销战略整合面临多种多样的挑战。不同数据来源没有衡量或度量标准; 每一个接触点预期的理想点击率也各不相同; 此外, 多品牌公司对于数据营销制定了不同了绩效考核标准; 数据运用的商业价值不容易量化或赢得高层的信赖。

- 品牌战略该如何包含定性和定量数据?
- 为了成功地发现您的目标市场, 您该如何整合社交、网络、电商或线下标准。

小组讨论成员:

戴民, TalkingData, Head of Global Business

沈思永, 秒针系统, 研究与咨询部 副总裁

主持人:

陈咏欣, Campaign 亚太, 资深记者

12:00 问答环节

12:10 活动结束