

*Campaign Asia-Pacific's*

Marketing Innovation

Innovation and Transformation



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Marketing Innovation  
Singapore  
29 November 2017  
Capture | Create | Communicate



Confirmed Speakers:

**Vikram Bansal**, Chief Data Officer, Asia Pacific, **Dentsu Aegis Network**

**Rick Boost**, Journalist, **Campaign Asia-Pacific**

**Adam Bow**, Head of Content, APAC, **Carat**

**Babar Khan Javed**, Technology Editor, **Campaign Asia-Pacific**

**Eleanor Jones**, Director of Digital and Customer Leadership, **Coca-Cola**

**Akira Mitsumasu**, Vice President, Marketing & Strategy, Asia & Oceania Region, **Japan Airlines**

**Bryan Rakowski**, Marketing Director, Asia Pacific, **Mondelez**

**Phil Townend**, Chief Commercial Officer, **Unruly**

**Vincent Wijnen**, Regional Vice President, Sales and Marketing, **Nissan**  
Shiseido

**Joël Céré**, Co-Founder & Managing Partner, **Flying Fish Labs**

BBC

Edelman

Google\*

*\* indicates yet to be confirmed*



08:00 - Registration and morning networking

09:00 – *Campaign Asia-Pacific's* welcoming remarks

Innovations and transformations

09:05 – **Going Native: Transitioning to a digital first brand**

How can brands best imitate digital native brands such as Facebook and Airbnb to develop a natural customer experience? All brands make an effort to listen and respond to their consumers as poor customer experience can be toxic for a brand's image. However, most are failing. What are the pitfalls to avoid on our journey to digital transformation? How can we define digital transformation?

**Babar Khan Javed**, Technology Editor, *Campaign Asia-Pacific*

**Eleanor Jones**, Director of Digital and Customer Leadership, *Coca-Cola*  
*Speaker*

09:35 – **The renaissance of the CMO**

Coca-Cola recently announced that it is to replace the global Chief Marketing Officer with a Chief Growth Officer. Marketers are set to take on a stronger, more strategic role within their organisations. How can marketers ensure they are the agents of change at the front and centre of their brands? How can brands innovate themselves to be fit for purpose in this new era? And where do CMO's get their inspiration from to innovate?

**BBC moderator**

*Speaker*

*Speaker*

10:10 – **Authenticity and ad spend; gaining transparency in a translucent world**

There has been much coverage across the news about the revelations around the transparency and authenticity within digital ad spend, and pressure is on for marketers to prove their ROI. What are the key metrics needed to ensure a clear and clean ROI? How can brands push for greater transparency from the status quo? Are there alternatives to the duopoly of Facebook and Google?

*Moderator*

**Phil Townend**, Chief Commercial Officer, *Unruly*

*Speaker*

10:40 – **Morning refreshments and networking**

Capture – Innovations in data

11:10 – **Blurred lines; where data teams meet marketers**

Cross-pollination is essential to get the most out of your data and to turn it into value. This session will explore the conflicts faced across brands and the innovations needed to find synergy between teams. Is data a corporate asset or the prerogative of the individual silo? Does the growth of IT mean the expansion or contraction of the role of the marketer? Is the creation of a dedicated data officer needed to bridge the gap between marketing and technology or

*\* indicates yet to be confirmed*



does the role of the marketer need to change?

*Presenter*

**11:40 – Identifying the identifier; creating a single ecosystem**

All brands have abundance of data, but due to poor design much of this data is unusable and it is difficult to leverage across multiple data points. How can we turn Big Data's Holy Grail into a reality to get to the single version of the truth? What needs to happen to bring uniformity across a company to help create a single data ecosystem?

*Moderator*

**Vikram Bansal**, Chief Data Officer, Asia Pacific, **Dentsu Aegis Network**

*Speaker*

*Speaker*

**12:25 – Networking lunch break**

Create – Innovations in creativity

**13:30 – From Cookies to Content: How Oreo is doing both**

Listen to the story of how a brand with over 100 years of heritage is innovating through its approach to content creation through music, video, and e-Commerce. Join Oreo and one of its agency partners, Carat Content, to hear about their journey here in Asia.

**Adam Bow**, Head of Content, APAC, **Carat**

**Bryan Rakowski**, Marketing Director, Asia Pacific, **Mondelez**

**14:00 – Co-produce. Co-create. Co-value.**

Co-creation with the consumer is now an essential element of the marketing ecosystem; consumers want to personalise their own products. To achieve personalisation brands must co-create with the consumer to co-produce to establish a co-value. How can marketers create an environment that is truly disruptive to satisfy the consumer's desire for more personalisation? How can we strike a balance between consumers feeling that the brand is paying attention to them and feeling that the brand is watching them?

*Moderator:*

**Rick Boost**, Journalist, **Campaign Asia-Pacific**

*Speakers:*

**Joël Céré**, Co-Founder & Managing Partner, **Flying Fish Labs**

**Akira Mitsumasu**, Vice President, Marketing & Strategy, Asia & Oceania Region, **Japan Airlines**

**Vincent Wijnen**, Regional Vice President, Sales and Marketing, **Nissan**

Communicate – Innovations in communication

**14:45 – Machine learning and adaptive analytics**

*\* indicates yet to be confirmed*



Whereas predictive analytics allow marketers to forecast from historical data, adaptive analytics allow marketers a real time view of their consumers. How can brands best utilise adaptive analytics to improve customer retention, and to create opportunities to up-sell? When does data collection become intrusive? Is the future of marketing entirely data driven, or is there still room for instinct?

**15:15 – Afternoon refreshments and networking**

**15:45 – Chatbots: interact, personalise, engage**

Chatbot technology has exploded over the last 12 months and can be found from FMCG to the financial services sector. They provide customer service, take payments and deliver deep insights into your chosen markets. Ultimately, they provide marketers with tools for increased personalisation and engagement with customers and clients. Chatbots are not without their problems as Facebook's experimentation with AI has recently shown. This presentation will highlight how far chatbots have come, and what is next in their development.

*Moderator*

*Speaker*

*Speaker*

*Speaker*

**16:30 – Holograms: Sci-fi to sci-fact**

Holographic technology has been used to resurrect Tupac Shakur at Coachella and Michael Jackson at the Billboard Music awards, and is now looking to break into the mainstream with Asia's burgeoning and tech hungry population. Nike, Starbucks and Microsoft have made tentative steps into this field but with the very high cost associated, will this technology ever reach the mass market? How can we turn a gimmick into an effective tool for communicating with the consumer?

*Speaker*

**17:00 – Close of conference**