

campaign

MediaWorks

23-26 May 2018 • Bangkok

THE ULTIMATE JOURNEY FOR
YOUNG MEDIA PROFESSIONALS

REAL TRAINING
IN REAL TIME
FOR THE REAL WORLD

#MediaWorksXIII
www.mediaworks.asia



Host Partners



 theTradeDesk

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NETFLIX

Roadmap to the finals

FINAL ROUND
25 MAY

The Finals

All scores will be reset. Winners will be announced on 26 May.

PRESENTATION ROUND
25 MAY

Presentation Round

Each strategy presentation will be evaluated on the insights, strategy, actionable ideas and presentation. The top 3 teams will go into the final round.

Course Information

Objective

The overall objective of MediaWorks is to develop world class skills and techniques by encouraging participant syndicate teams to open their minds in constructing and presenting the solution for the clients' brief. The response to the brief must be cohesive, articulated well and presented in a manner that delivers a unique solution(s) to the brief.

You are being asked to think holistically, strategically and creatively from a business and marketing perspective as well as from a communications and media standpoint.

You are asked to demonstrate an understanding of the brand and the brief, the business and marketing challenges/opportunities, the target audience(s) and a clear, concise plan of action that will ultimately deliver the client's objectives.

The focus is on insights, strategy and actionable ideas effectively communicated in a compelling and persuasive way. These are the criteria against which each syndicate team will be evaluated.

Team Mentors

Each team will have a mentor, an industry expert who will be on hand to guide each team with their thinking and preparations. Their role will be purely advisory. Mentors will be present at their team's presentation in order to provide crucial feedback to their teams, however they are not permitted to be involved in the presentation itself in any way.

Course Information

Presentation Round

The presentations will be delivered by each syndicate team at a pre-allotted time in the afternoon of Day 3 to an independent panel of judges (exact venues and timings will be confirmed to each group that morning). All teams will be given EXACTLY 30 minutes including a mandatory 10-minute Q&A to present their pitch. To be clear, you will get to present for maximum of 20 minutes plus 10 minutes for questions. Teams must submit the soft copy of their final presentation strictly no later by midday on Day 3 via a USB stick to the events team.

At least 5 members of the syndicate team must present.

Judges will be marking each team out of 100 with the following maximum marks for each area of focus:

Insights

Clear evidence that you have understood the client's business, interrogated the target audience and identified some insights that are unique and different.

Strategy

A clear, creative communications strategy that is truly solutions neutral and will resonate with the target.

Actionable Ideas

Professional and efficient execution of the idea against the brief.

The presentation

Teamwork – chemistry within the team, people I want to work with, pro-active, with energy, a story well told and sold.

25%

40%

25%

10%

Final Round

The finalists will be required to re-present their pitch to the whole cohort in the main room on stage. This session will take place on the afternoon of Day 3.

Points will not be awarded for:

- Simply repeating the brief.
- Detailed media plans. We only need/want to see a schematic laydown of the overall plan with macro level costing/budget allocation.
- Going over allotted time.

Course Information

Available Resources

Private client Q&A sessions are planned for Day 2 Thursday afternoon / evening with individual teams. You will be given allotted times. Use this time very wisely and prepare in advance as client time is limited.

Presentation equipment and syndicate team facilities

Preparation:

The following facilities are available to each of the syndicate teams in preparation for their pitch:

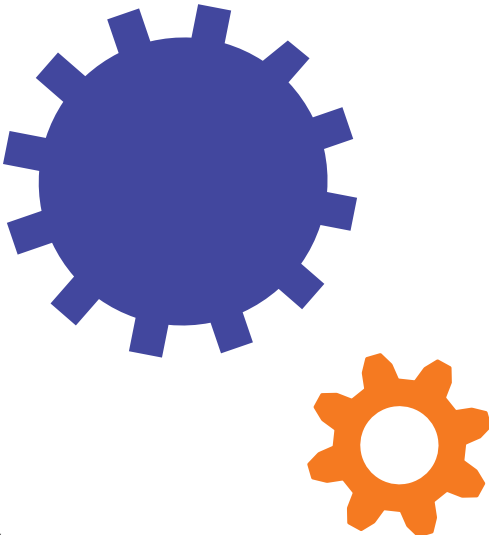
- 1 x laptop per group
- A printer
- Internet access
- Whiteboard & markers
- Flipchart
- LCD projector & screen

Presentation:

The following items are available for each team's use at the presentation:

- PC Laptop with MS office
- LCD projector & screen
- Whiteboard
- Paper / flipchart
- Markers

Reminder: Finalists are expected to re-present their work onstage to the audience on Day 3 Friday afternoon. You may want to consider this in your initial selection of presentation materials and techniques.



Course Information

General Notes and Housekeeping

- For any logistical queries regarding equipment, syndicate rooms etc., please contact the event secretariat at the Secretariat Room located at the Meeting 3 on 7th floor. You can also send an email to mediaworks@cw-comms.com.
- For teams who are working in the syndicate rooms overnight, please keep your noise level to a minimum as a courtesy to other hotel guests.
- Room charges for hotel stay before or after the official course dates (23-26 May) will be charged to your personal account. For rates or arrangements please contact our event secretariat at Meeting 3 on 7th floor.
- All incidentals, such as room service, laundry, telephone, etc. will be charged to your personal account.
- A departure letter stating your departure details and airport transfer arrangements will be sent to your room on Day 3 Friday evening. If there are any changes to the departure details stated in the letter, kindly approach our event secretariat at Meeting 3 on 7th floor.

Contacts

For immediate assistance, please visit the Event Secretariat Room at the Bridal Room on ground floor.

For enquiries relating to the event programme, please contact:

Joanne Ma
mediaworks@haymarket.asia

For enquiries relating to arrangements for accommodation and airport transfers, please contact:

Raven Leung
mediaworks@cw-comms.com

DAY 1

Wednesday
May 23

MediaWorks is not for the fainthearted!

This is not a four-day conference. It is an intensive, interactive, challenging but ultimately rewarding training programme. There are scary moments and sleepless nights – participants work hard and play harder.

You will leave with a tremendous sense of achievement, unrivalled learning and dramatic personal development that no other training experience can offer.



Programme Agenda

4.00pm Delegate registration and check-in

4.30pm Welcome to MediaWorks

The Why, Who, How, What, When and Where of the next four days

5.00pm Team Allocations: your own team for the course

Participants will be divided into groups of teams with whom they will work for the duration of the four days. Each team will have a 'mentor', an industry specialist with a wide range and depth of expertise, who will be on hand for advice as the group develops its strategy.

After introductions, each team must select their agency name and will be allocated their own private syndicate room, or 'headquarters', where they will find the details of a unique team-building exercise to kick off MediaWorks.

By **Torie Henderson**, President, Global Account Management, *Omnicom Media Group*

7.00pm Dinner and networking

Proudly brought to you by Netflix

9.15pm The Brief

Presentation of the client brief

PLEASE NOTE: This programme may be subject to change

Programme Agenda

- 8.00am** Introduction and the day ahead
- 8.10am** Insights session
- 8.40am** Facebook Presentation
- 8.55am** Strategy session
- 9.25am** The Trade Desk Presentation
- 10.00am** Ideas session
- 10.30am** BBC Presentation
- 10.45am** Presentation session
- 11.15pm** **Wrap up and return to Syndicate Session**
With the skills briefing and conference sessions fresh in their minds, teams return to the privacy of their syndicate rooms to continue their pitch preparations and planning.
- 1.00pm** **Working Lunch**
- 2.00pm** **Meet the client, Q&A**
The opportunity for each agency to meet the client in private, ask smart questions and to road test ideas and thoughts.
Individual syndicate rooms
- 7.00pm** **Dinner**
- 10.00pm** **Ideas testing with respective mentors**

PLEASE NOTE: This programme may be subject to change

DAY 2

Thursday
May 24

Here is what previous delegates have said:

"MediaWorks pushes you to get out of your comfort zone and tackle challenges head on. It forces us to "grow up" in so many ways."

"The experience has changed the way I look at a brief and the guidance given is absolutely smack on"

"An intense learning experience that takes you out of your comfort zone and encourages you to deliver outstanding work"

"Fantastic combination of emotions ranging from excitement to hope & delusion and despair culminating in a high"

"An incredible experience. The more you put in, the more you'll get from it! Challenge you to approach the work from angles you didn't realize existed."

"In the beginning I didn't know what to expect, then I was excited, then I hated it, but in the end I loved it!"

"Years worth of experience in 4 days."

DAY 3

Friday
May **25**



DAY 4

Saturday
May **26**

Programme Agenda

9.00am **Syndicate Sessions**

Teams continue to complete their presentations

12.00pm **Submission of presentations**

Lunch

1.00pm **Pitch Presentations**

The moment that all the teams have worked for The Pitch.

The strategy, hard work and planning of the previous 48 hours are put to the test as each team gets the opportunity to present their case to the client panel.

5.00pm **The Finals**

The finalists who have made it to the shortlist will make their presentations in front of all delegates and mentors.

6.15pm **Final Judging**

7.00pm **Offsite Dinner**

Proudly brought to you by Facebook

After all teams have completed their pitches, an evening of fun and frivolity awaits.

8.30am **Team Feedback with Mentors and the Client**

Every agency team receives feedback on their own presentation in private with their respective judging panel.

11.30am **MediaWorks 2018 Winner Announcement**

The winning team is announced and crowned as the MediaWorks winner.

12.00pm **Closing Remarks and end of MediaWorks 2018**

PLEASE NOTE: This programme may be subject to change

About the Chairperson

Torie leads the global client practice across Asia Pacific for Omnicom Media Group, the global media and communications network, with brands that include OMD, PHD and Hearts & Science.

In her role, Torie is responsible for the longevity, health and positive transformation of OMG's most valuable client relationships focusing on excellence in product, service delivery, innovation and new partnership opportunities. She is at the forefront of helping clients accelerate growth through innovation and adoption of advanced communication strategies and solutions.

Torie has lead and transformed local agencies, regional and global business assignments in 5 markets in her two-decade long career. She has been recognised by industry platforms including Campaign Asia Pacific and The Internationalist, and been part of a host of juries for local and regional award shows. A regular industry commentator and contributor, Torie champions talent initiatives and has served as the Chairperson of Campaign Asia Pacific's Mediaworks programme for four consecutive years.

Torie is a proud New Zealander, a diehard All Black and Team New Zealand fan, and a voracious follower of Formula One. She lives in Hong Kong and is "fur-mother" to two cats, Fritz and Max.



CHAIRPERSON
Torie Henderson

President, Global Account Management,
Asia Pacific
Omnicom Media Group

About Agency Representative

Whether awakening the Force in a new generation of Star Wars fans, growing marketshare for Huawei or saving the World with Conservation International, Joe Sen is a Strategist who works to arm Creatives and Media teams with a deeper understanding of audiences and the trends that move markets.



AGENCY REPRESENTATIVE
Johanan Sen

Head of Strategy
Dentsu X Singapore

Mentors / Speakers



MENTOR

Benjamin Condit

Chief Strategy Officer, China

Mindshare

Ben is tasked with ensuring Mindshare China consistently produces integrated, innovative and award-winning work. This includes everything from developing new agency capabilities, helping teams enhance and highlight their work on the public stage and driving new business.

Based in Greater China for the last sixteen years, Ben has a robust understanding of China's fast evolving consumer and communications landscape.

Prior to Mindshare, Ben held various marketing roles in both 4A agencies and videogame publishers, as well as founded and managed his own digital marketing agency in Hong Kong until its acquisition in 2006.

Mentors / Speakers

Adam is the Chief Digital Officer of Dentsu Brand agencies part of Dentsu Aegis Network where he leads digitalization in the Asia-Pacific region with a focus on the digital economy and digital transformation client strategies.

Adam is a pioneering executive in digital marketing working at the intersection between media, content creation, technology, business strategy and advertising for the past twenty-eight years, living and working in the United States, China, Australia, New Zealand and now Singapore.

Before Dentsu, Adam was a member of the Telstra Corporation Senior Leadership Executive team responsible for shaping and setting the overall strategic direction and execution of the company's digital media solutions, content services and advertising sales for Australia's largest telecommunication and media company. During this time Adam was the lead Digital executive and strategy on Australia's two largest sporting digital properties and mobile apps, Australian Football League www.afl.com.au and National Rugby League www.nrl.com

Before to Telstra, Adam spent thirteen years at Omnicom Group in Senior Digital Executive roles including founder and President Asia Pacific for Tribal DDB Worldwide and Executive Director roles with the BBDO Proximity Networks.

While based in San Francisco in 2010, Adam pitched and won the Visa London 2012 Social Media and Digital assignment and developed the 'Cheer As One - Go World', global campaign with his agency network Proximity Worldwide, working alongside TBAW Chi Day, OMD and Facebook.



MENTOR/SPEAKER

Adam Good

Chief Digital Officer
Dentsu Asia Pacific

Mentors / Speakers



MENTOR
Rosemary Lising
Managing Director, Asia
Columbus

Rosemary is a digital marketing leader and solutions creator and with over 20 years' experience. She is currently Managing Director, Columbus Asia, a Search and Performance agency within Dentsu Aegis Network. Rosemary has previously held senior leadership positions at iProspect, GroupM, Blue Interactive (acquired by WPP) and DoubleClick (acquired by Google). Recognized as a digital industry pioneer, she takes concepts and ideas and brings them to business reality, by driving strategic vision, business growth and operational excellence.

Rosemary is a proven leader in launching and building successful digital businesses. She is passionate about helping companies develop programs and frameworks that deliver accountable outcomes and positive change.

As an active supporter of the Asian digital marketing industry, Rosemary has held advisory board positions at the Asia Digital Leadership Summit, 4As, Digital Advertising Alliance, Ad Tech and Effie Awards. She also speaks at industry leading events such as All That Matters and ATS.



MENTOR/SPEAKER
Charlie Newbery
APAC Head of Media
Digitas

Charlie currently leads media in APAC for Digitas, a modern data-inspired agency who specialize in driving digital marketing transformation for companies of all shapes and sizes. Charlie is passionate about bringing together data, technology, media and creativity to create unique solutions for their clients.

He previously headed up the media operation for Red Fuse in Asia where he led the establishment of their programmatic capability in Asia. Prior to moving to Hong Kong he was the Global Strategy Lead at Starcom for Emirates Airlines in Dubai, where he led a re-brand campaign for the airline and won global recognition at the Festival of Media. Charlie also headed up the Mondelez and GSK businesses across the Middle East and North Africa.

In the UK he was a Senior Brand Manager at News International for three years and prior to that the head of the Mastercard account at Universal McCann, having historically worked on launching Egg (the financial services brand, not the food).

Mentors / Speakers

Responsible for Carat product across APAC with focus on merging media and creativity. 18 years of experience with passion for packaged goods marketing, particularly those brands in need of renovation.

Cultural specialist with MA in Social Anthropology. Believes the future of our industry should be a full service agency model developing communications that combine micro utility with macro entertainment.



MENTOR/SPEAKER

Clay Schouest

Chief Strategy Officer
Carat Asia Pacific

Ranga's personal ambition is to help people realise their potential. As a leader of Omnicom Media Group in Singapore and Malaysia, Ranga is passionate about empowering and enabling the brand leaders of OMD and PHD to deliver the best for their clients, partners and their people.

Having worked across South East Asia and India in leadership roles, Ranga has helped transform organizations to remain relevant in this fast-changing industry.

Ranga has been an active participant in the industry and contributes to industry thought leadership, panels & judging. He held the post of Vice Chairman of ABC and was also the President of the Media Specialist Association, Malaysia from 2009 to 2012 where he focused on talent development, industry-academia collaboration and pursued best practices for audience measurement.

In his long successful career span, Ranga has always been commended for his knowledge in the realm of digital and analytics, his ability to manage a business and be a constant source of motivation for his co-workers. He believes in listening to every employee and empowering them to do their best.



MENTOR

Ranga Somanathan

CEO – Singapore & Malaysia
Omnicom Media Group

Mentors / Speakers



MENTOR/SPEAKER
Chris Stephenson

APAC Head of Strategy and Planning
PHD

Communications planning can and should make a difference. It makes a difference to brands and business, but it should also make a difference to our understanding of the world. Comms planning helps us understand what people think and how we behave. It uncovers opportunities and insights. It sets the agenda for how data and technology should be approached, pushing the execution of marketing into new unexplored spaces. I've worked with brands like Adidas, ANZ Bank, Coca-Cola, Ebay, Ferrero, Google, The Guardian and Unilever, using comms planning to not just grow and evolve those brands – but to explore new ways to see the world and thrive within in.



MENTOR
Jason Tan

Head of Strategy
Zenith Singapore

As Head of Strategy at Zenith Singapore, Jason is responsible for the delivering innovative communication strategies and driving new business growth within the agency. Prior to leading the digital and strategy offering within the agency, Jason was the Head of Newcast – the branded content & social division of Zenith Singapore. With rich experience in digital media planning and strategy, Jason actively expanded Newcast's capabilities into areas of sponsorships, production and influencer marketing.

Host Partners

John Williams is a part of the leadership team for BBC Global News Limited, Advertising Sales.

Based in Singapore, he is currently overseeing all of the BBC's advertising strategic and commercial activity across the portfolio for Singapore, South & South East Asia. This includes the monetization for all television, online, mobile and video products across World News, BBC.com, Mobile, World Service digital & BBC Earth APAC.

John joined the BBC in 2001 in London and has worked for the BBC in Europe, Australia/NZ, North Asia, North & South America & now South & South East Asia.

Prior to relocating to Singapore from New York in Sept 2014, John was the VP, International Advertising for BBC Worldwide Americas, and previous to that position he was based in Australia where, amongst other things, he successfully launched BBC.com into that market. Before moving to Australia in 2005, John was based at the BBC Advertising HQ in London, where he was Regional Advertising Director, CEEMA (Central & Eastern Europe, Mediterranean & Africa)

John's career in media spans 25 years and 5 continents. Prior to the BBC, he worked in the UK for ITV (commercial TV), WPP's Ogilvy & Mather Media, Omnicom's MGOMD, Virgin Radio, and a dot.com start up Sports.com. In 2001 John took a sabbatical to take part in the 2000/2001 Round the World Clipper Yacht Race.

In August 2014, John was appointed to the position of Vice President, Advertising Sales, Singapore, South & South East Asia reporting into Alistair McEwan, SVP Advertising Sales, Asia Pacific, based in Sydney.



HOST PARTNER
John Williams

Vice President, ASEAN & India
BBC Advertising

Host Partners



HOST PARTNER

Matt Harty

Senior Vice President, Asia Pacific

The Trade Desk

Matt Harty represents The Trade Desk as Senior Vice President of Asia Pacific. Harty has worked in online advertising in Asia since 1997, co-founding the first pan-Asian Ad Network, SpaceAsia Media, which was sold to CMGi in 2000.

Matt then co-founded Activ8, a Yield Management company (precursor to SSPs) as a JV with OutBlaze, handling global media sales for 400 websites including Mail.com and HelloKitty.

His next position was managing News Corp's .FOX Networks for APAC and MENA. From FOX, Matt moved to Omnicom's Accuen as the GM of the first APAC regional ATD. Before joining The Trade Desk, he ran the Audience Solutions business for Experian Asia. Harty is based in Singapore.

Supporters

Neil joined Facebook in 2015 in the newly created role of Head of Agency for APAC. The Agency team works closely with the ad agency community – media, creative and digital agencies to ensure the successful use of the Facebook platform to drive brand and business success.

Prior to joining Facebook, Neil was most recently at Maxus, one of the GroupM media agencies for the past six years. APAC CEO for five of those years saw Maxus triple in size, and win significant new business, awards and industry recognition. Neil also spent a year as the Global Chief Client officer, working with some of Maxus' top multi-market clients across the globe.

Neil has also had senior client marketing roles in the technology space – he was CMO of Motorola Mobile devices from 2004 -2008 for their High Growth Markets, and was at Compaq in Australia as Customer Communications director. A long long time ago, straight out of university Neil was in brand management in the FMCG space in Sydney.

Rounding out his Marketing and Communications experience, Neil also spend over 10 years in creative agencies in Sydney, Singapore and Taipei – many of those with Ogilvy and Mather and the WPP group. Neil has managed some of the largest advertising clients including Telstra (Australia's #1 Telco) IBM and Vodafone.

A married father of two avid Facebook and Instagram using teenagers, Singapore based Neil continues to try and improve his golf handicap despite all the evidence that this is as good as it gets!

Meet Facebook Blueprint

Blueprint is Facebook's global training and certification program, designed to help advertisers and agencies to reach their own goal in their own way. Blueprint offers 3 pillars of e-learning, live training, certification which you can choose to explore in any order, at your own pace. We have selected e-learning courses and created custom learning path for MediaWorks participants – fb.me/mediaworks



SUPPORTER
Neil Stewart
Head of Agency APAC
Facebook

Supporters



SUPPORTER
James Rothwell

Director of Marketing, APAC
Netflix Pte Ltd

James is Marketing Director at Netflix, focused on growing the Netflix brand and driving member growth across Asia Pacific. Prior to Netflix, James spent 5 years at Google running Social Marketing and Marketing Innovation for Asia Pacific, working in Singapore, Tokyo and London.

Host Partners



BBC World News and BBC.com, the BBC's commercially funded international 24-hour English news platforms, are operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 451 million households and over 1.9 million hotel rooms. The channel's content is also available on 123 cruise ships, 53 airlines, including 13 distributing the channel live inflight, and 26 mobile phone networks. BBC.com offers up-to-the-minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 95 million unique browsers each month.



The Trade Desk (Nasdaq: TTD) is a technology company that empowers buyers of advertising. The Trade Desk provides a self-service platform that enables ad buyers to manage data-driven digital advertising campaigns using their own teams across various advertising formats, including display, video, and social, and on a multitude of devices, including computers, mobile devices, and connected TV.

Ranked #55 on Deloitte's Technology Fast 500 list, The Trade Desk was also recently named a "Best Place to Work" by Glassdoor. The Trade Desk has offices across the United States, Europe, and Asia and is headquartered in Ventura, CA.

The Facebook logo, consisting of the word "facebook" in a lowercase, blue, sans-serif font.

Supporting Partners

Founded in 2004, Facebook's mission is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

The Netflix logo, consisting of the word "NETFLIX" in a bold, red, sans-serif font.

Netflix is the world's leading internet entertainment service with 125 million members in over 190 countries enjoying more than 140 million hours of TV shows and movies per day, including original series, documentaries and feature films. Netflix has been leading the way for digital content since 1997. Members can watch as much as they want, anytime, anywhere, on nearly any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments. Since launching our service in Asia in 2016, we have witnessed exciting public reaction and early growth in Asia and we're scaling our operations across the region.

About *Campaign Asia-Pacific*

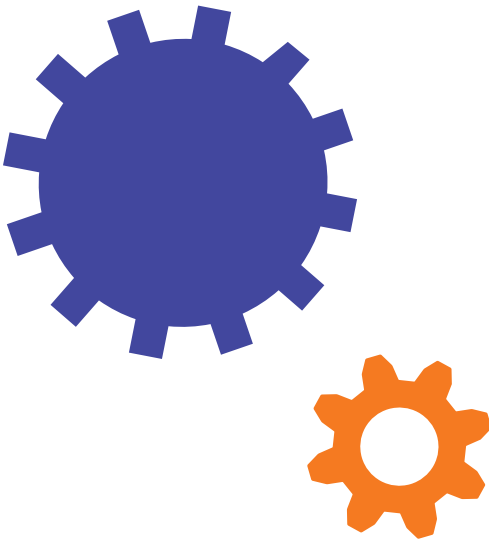
Providing insights and intelligence into the ideas, work and personalities shaping the region's marketing-communications industry, *Campaign Asia-Pacific* dives deeper into important subjects and presents the most compelling information that matters to businesses in the fastest-growing and most exciting communications market in the world.

Campaign Asia-Pacific's portfolio includes a subscription-based print magazine, digital products that get under the skin of important news, conferences focusing on the most important pressing industry sectors and topics, awards celebrating excellence within the industry, a growing data system of profiles and rankings, and training that has empowered more than 1400 of the region's up-and-coming professionals, mentored by some of Asia's leading practitioners.

For more information, please visit *Campaign Asia-Pacific* at:
www.campaignasia.com

About Haymarket

The Haymarket Media Group established in 1957 is the largest privately-owned magazine publisher in the UK, and one of the fastest growing media companies globally. The principal business is centred around its consumer, business, professional and customer publications. These are complemented by digital platforms and live events, including extensive exhibitions, conferences and awards. The Group's global expansion comes from wholly owned subsidiaries, joint ventures and extensive licensing of key magazines to other publishers. In Asia from their offices in Hong Kong, Mumbai and Singapore, Haymarket Media Ltd publish market-leading titles *Campaign Asia-Pacific*, *FinanceAsia*, *AsianInvestor*, *CorporateTreasurer*, *CEI* and *Campaign India*. In addition Haymarket organise a number of the region's leading industry awards and conferences relating to the communications and finance sectors. For more information about the Haymarket Media Group see www.haymarket.com.



www.mediaworks.asia

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