

campaign
Digital 360 Festival
China

DIGITAL360FESTIVAL CHINA 2019

Making your digital transformation customer-centric

28 March 2019 | Shanghai, China

campaign

FESTIVAL



Digital360Festival aims to celebrating everything that actively enables the industry to be at the cutting-edge of change and prepares it for changes still to come. This one-day event includes the **Digital360China**, *Campaign* China's flagship conference dedicated to the digital marketing industry, along with the **DigitalWorks**, an intense hands-on workshop providing practical skills and leadership training for young digital marketing professionals, followed by the **DigitalMediaAwards**, celebrating China's best digital marketing work, as well.

When:	28 March 2019
Where:	Shanghai China
Digital360China Conference	
Time:	09:00am to 05:30pm
DigitalWorks	
Time:	09:00am to 06:00pm
DigitalMediaAwards	
Time:	06:00pm to 08:00pm

The full schedule of programme will be announced soon on the event website. We hope you enjoy the festival, and that you will find it stimulating and inspiring.

*Join us on **28 March 2019, Thursday**, in Shanghai, to stay ahead of the game in an industry that is constantly evolving.*

关于广告节



Digital360Festival 中国数字广告节是 **Campaign** 在中国的旗舰活动，旨在庆祝营销行业中，在数字变革前沿取得的成果，并为迎接新的挑战做好准备。这个为期一天的年度盛典，除了有为数字营销行业专家量身定制的高端峰会 **Digital360 China**，同期呈现的还有为行业新星打造的实践性工作坊 **DigitalWorks**，晚上的 **DigitalMediaAwards**。

日期: 2019年3月28日
地点: 中国, 上海

Digital360China 主峰会

时间: 早上 09:00 至 下午 05:30

DigitalWorks

时间: 早上 09:00 至 下午 06:00

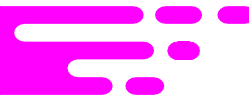
DigitalMediaAwards

时间: 下午 06:00 至 下午 08:00

2019年3月28日，来上海加入 *Campaign* 举办的 **Digital360** 中国数字广告节盛典，让您和您的品牌始终走在时代前沿。

活动议程稍后将在活动官网公布，衷心期望您在活动中受到启发。

DIGITAL360 OVERVIEW



We live and work in a fast-paced world. Digital transformation has been on the agenda of brands transformation and what do brand leaders need to take into consideration in order to plan for its development and implementation?

2019 Theme: Making your digital transformation customer-centric

All transformational processes have customers as the key driver. Technology is moving so quickly that digital tools and channels have dramatically transformed consumer habits. Because of digital, the fate of marketing campaigns lies very much in the hands of the customers. While radio and TV played a stronger role in advertising decades ago, nowadays, customer behavior is more connected to the online world with cutting-edge technology.

Brand going digital means embracing the change in perception viewing customers as the center of business rather than the product or service. Marketers have to reconsider the way people purchase and the reason why they want to.

It's time to look at everything through the eyes of the customer. How are your customers reacting to what you are doing? What paradigm shift are you bringing into your customers who use your products and services? What challenges are you solving for your customers? Regardless of how technology evolves, the key to brand success starts with knowing your customers.

In 2019, **Digital360 China**, bringing together senior brand marketers and top agency leaders, will feature the theme '**making your digital transformation customer--centric**'. This top-level conference provides a platform for marketing decision makers and leading technology experts from the most influential brands to identify, evaluate and develop effective plans to meet future challenges, using innovations that are reshaping the way consumers interact with the world.

It delves into issues such as the importance of authenticity in content marketing, the rise of voice search to change the way customer purchase, the power of social media to optimise customer interaction, the ability of AI and automation to drive the future of marketing and how emerging technologies create a better customer journey.

DIGITAL360 峰会



我们生活在一个快节奏的时代，数字化转型已经成为品牌转型的重中之重，品牌领导者在规划品牌发展的进程中，什么才是要被考虑的最重要因素？

2019 主题：数字转型，决胜于人

商业世界任何一次重要的转型都是以客户作为关键驱动因素展开的。随着数字化的推进，营销的命脉重新掌握到客户手中。在中国，消费者的群体不断发展壮大，数字化的普及让他们更倾向于在进入实体店消费前先在网上海集情报。所以，今天讲品牌数字化，更多意味着将商业中心聚焦在客户上，而不是单纯讲产品或服务。无论技术如何发展，品牌成功的关键始于对客户了解：从客户的角度出发去思考评估。重新评估消费者的行为习惯，以及消费背后的原因，成为营销人制胜品牌营销的关键。

从客户角度出发思考，从客户视角思考：您的客户对您的品牌反应如何？您的品牌为您的客户带来了什么转变？您的产品与服务为您的客户解决了哪些挑战？撇开科技的进化，品牌成功的关键无疑取决于对客户了解程度。

2019 Digital360 峰会将汇聚领先品牌的高级营销员及顶级广告代理的领导；以“**数字化转型，决胜于人**”为主题，举行为期一天的专题讨论与交流。这次顶级会议旨在为来自最具影响力的品牌决策者和领先技术专家提供一个互动平台，共同探讨，制定及评估最有效的营销战略，以应对数字化进程中的挑战。

本届峰会将深入探讨数字化营销的热门议题，包括：内容营销真实性的重要性，语音搜索的兴起，社交媒体优化客户互动的能力，人工智能在营销领域的落地及远景以及新兴技术如何全方位提升客户体验。

Conference Agenda



Keynote presentation - Remaining ahead of the game

There's no question, the digital marketing revolution is here – and it's moving quickly. With new technologies emerging every day, it's no longer enough just to keep pace. Staying ahead of the curve requires looking forward to what's coming next and then taking the right steps to get your business where it need to be.

Authenticity Wins: Content created by consumers vs Content created by brands

As consumers are increasingly distrusting of advertising and marketing, brutal honesty is becoming critical for brands. Authenticity is more and more important when consumers decide which brands to support. Since people place more trust in humans than in brands, motivating your customers to share their experiences with brands will be trending up.

Winning in the age of personalisation

Staying at the forefront of the rapidly evolving digital marketing landscape is top of mind for marketers. One topic that continues to come up as a priority for the industry is personalisation. The demand for personalized consumer experiences across all marketing channels is no longer a 'nice to have', but rather it is at the center of successful digital strategies.

There isn't just one REALITY anymore

Today's user wants basically two things – to be engaged and to be an active participant in brand messaging. Augmented and Virtual Realities (AR & VR) can fulfill both of these needs, offering brands tremendous opportunities in the field of customer experience. The world is quickly turning to virtual and augmented realities. VR and AR are becoming increasingly commonplace as a marketing tool for brands, though VR and AR marketing are still emerging. In this session, we will explore the tremendous opportunities for brands to use these technologies to improve customer experience.

It's time to social

Social Media has become embedded in almost everyone's daily life. Video, automation, influencers are becoming the most popular trends. Brand marketers start to realise that social media has a big impact right now. If you are not on social media, you don't even exist.

The rise of voice commerce

More and more people use smart speakers everyday. It's predicted that by 2020, half of all search queries will be voice-based. Voice recognition technology is bringing a significant disruption to the marketing world. When there is no screen, how will digital marketer adapt to this shift?

Conference Agenda



What's RIGHT

AI technology give digital marketers a chance to finally be able to deliver on the promise of 'right user, right message, right time, right place.' Not only by anticipating who might engage with an ad, but also by being able to quickly pass on a bid opportunity in their media buying system. In this session we will exam how emerging technology is rising in the Programmatic advertising space. How it helps marketers to more efficiently buy ads and to target audiences more specifically.

Building the data-driven future

We, of course, will never know everything. But this the rise of Big Data and AI technology, we are entering a new era of digital transformation that forecasting the future become possible. The development of big data and emerging technologies is continuing to change the basic of marketing model, leading us to switch our fundamental strategies from anlysing to forecasting, from explaining to optimizing, from looking for causality to improving efficiency.

Connecting with Generation Z

The path to success for today's brand includes higher consumer expectations and changing behavior, forward-thinking marketers are looking for ways to tap the rewards of the newest and youngest consumer powerhouse, Generation Z. In the session, we takes an in-depth look at how to stay ahead of the curve by marketing to Generation Z.

The Truth behind successful influencer marketing

主峰会议题



主旨演讲 - 领先一步，站在数字尖端

一场数字营销的革命已经到来，并且迅速蔓延。新技术日新月异，仅仅跟上数字变革的步伐已经远远不足以让您的品牌制胜。要脱颖而出必须具备预测未来的能力，并让您的品牌紧贴时代潮流。

真实性胜于一切：品牌营销的内容应该来源于品牌还是消费者？

随着消费者对广告内容真实性的诉求增大，品牌的诚实度变得越发重要。尤其在消费者决定支持哪些品牌的时候，品牌营销的真实性成为重点。人对人的信任度往往高于人对品牌，因此激励客户分享品牌使用经验将成为一种不可逆转的趋势。

赢在‘个性化’

在快速发展的数字营销时代，始终走在时代尖端是每个营销人的首要考虑因素，而近年来，越来越多的营销人把焦点放在“个性化”这个字眼上。消费者体验的个性化需求已经不再仅仅是可以加分的因素，而成为数字化战略布局成功的致命一环。

世界不再只是一个现实

今天的用户基本上有两个诉求 - 提升参与度以及主动与品牌互动。AR 和 VR 的出现恰恰满足了这两种需求，为品牌增进客户体验的领域上创造了无限可能。世界正在向虚拟现实和增强现实的方向发展，VR 与 AR 变得越来越普遍地应用于品牌营销。这个环节，我们将透过一系列案例探索这些技术对升级品牌营销的无限潜力。

社交营销，可不容缓

社交媒体已经融入每个人的日常生活中。视频营销，自动化营销，KOL 营销正在成为大势所趋。品牌营销人已经察觉到社交媒体在营销中的地位，甚至如果你忽略社交媒体，你将有可能被时代淘汰。

语音搜索的未来

智能喇叭已经不再是新名词，越来越多的消费者逐渐习惯使用智能语音搜索。根据预测，到 2020 年，所有搜索中将有一半来自语音。语音识别技术正在给数字营销带来重大影响，当大屏逐渐消失时，数字营销人将如何适应此种转变？

主峰会议题



找‘对’目标

每一个数字营销人都致力于在对的时间，对的地方，通过对的内容，找到对的人；人工智能的出现让此成为可能。这个环节，我们将深入探讨新兴技术的应用如何在程序化广告领域崛起；以及如何帮助营销人实现有效购买及精准定位。

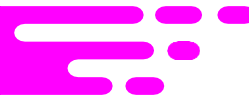
数据驱动营销未来

随着大数据和人工智能的兴起，数字化转型不可逆转，预测未来有一天也终将可能。大数据与新兴技术的发展不断改变营销模式，营销策略的基础从分析向预测过渡，如何从单纯地解释数据，分析报告，到优化数据，提高效率会成为数字营销的下一个未来。

未来的未来，对话 Z 世代

品牌成功之路无疑包含满足更高的消费者期望，适应不断变化的消费者行为。有前瞻性的营销专家已经在把焦点集中到最年轻的消费巨头 - Z 世代上，挖掘未来消费人群的潜力。这个环节，我们将深入探索抢滩 Z 时代营销，使您的品牌保持领先的营销法则。

DIGITALWORKS OVERVIEW



Engaging your TARGET customer in a fast-paced digital world

DigitalWorks is an interactive workshop for China's rising stars in the digital marketing industry. This one-day training programme is designed to equip the region's leading talent with best practices and proven techniques in China's evolving digital marketing landscape.

In rise of changing contact behavior of digital media users and endless growth of internet and mobile users in China, brand marketers will need to tap into greater creativity to stay ahead of the game. This year, we will focus on how brands inspire new engagements by developing seamless customer relationships across channels, and hence better the customer experience.

The interactive course format guarantees to challenge delegates through an ultimately rewarding experience which will serve as a major stepping stone in their careers.

DigitalWorks is conducted in Mandarin.

Topics include:

Session 1: Customer First: Embracing 360-degree customer experience

Session 2: How branded content videos co-create value with customer

Session 3: Capturing the pulse of buying in micro-moments – voice search

Session 4: Unleashing the value of social data – repurpose relevant content across multichannel and better serve your customers

DIGITALWORKS 培训



数里寻 TA – 抓住新时代的消费群

DigitalWorks 是为中国数字营销行业新星打造的互动式培训。这个为期一天的培训活动旨在为中国领先的数字营销人才提供最佳实践及成熟科技的实战培训，从而应对迅速发展的行业环境。

随着数字媒体的兴起，品牌与用户的联系方式不断升级，要在行业中保持领先，品牌营销人需要更大的创造力。今年 **DigitalWorks** 的重点关注品牌如何在渠道升级的今天，与客户建立无缝的交流互动，提升客户体验。

这个互动的培训将通过获益匪浅的经历，确保为参与者带来挑战。这次满载而归的经验，将成为与会者职业生涯中的踢脚石。

DigitalWorks 将采用中文培训。

本届课程课题包括：

- 一) 客户至上：360 度提升客户体验
- 二) 如何通过视频内容与客户共同创造品牌价值
- 三) 语音搜索：捕捉消费脉搏
- 四) 解锁社交媒体的数据价值

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